

# Entrepreneur

## One-on-One Consulting Is the Future of the Beauty Industry. This Company Creates Spaces for Solo Stylists, and Business Is Booming.

*Phenix Salon Suites is Anticipating a Surge in Business from Stylists Who Want More Security, Safety, and Control Over Their Operations.*

By Stephanie Schomer | May 20, 2021



Phenix Salon Suites didn't know it had a pandemic-perfect business model. But in 2020, the franchise — which rents private workspaces to individual beauty professionals — quickly realized that it was able to help a challenged industry deliver one-on-one services to cautious consumers. The system's 300-plus locations (each of which houses multiple suites) didn't just survive COVID-19 but thrived. Now, as conventional salons fight to recover, Phenix is anticipating a surge in business from stylists who want more security, safety, and control over their operations. Brian Kelley, president and COO, outlines how he and his franchisees are preparing for the rush.

**Judging by all the self-inflicted haircuts that happened last spring, not a lot of people were going to the salon when the pandemic hit. What did that do to your model?**