

Women in Business



The hairdressing salon that brings friendliness and professionalism to Halton View Road

Silhouette is home to Joanne's dream team

JOANNE Gilhooley, owner of the pristine new Silhouette Hairdressers on Halton View Road, knows the local area very well. She was brought up within a short walk of the new location and, naturally, has many friends and customers – almost always both – from the vicinity.

She also trained in the area, at Halton College, before gaining 17 years' experience in salons in both Widnes and Warrington. Throughout this time, she always wanted a salon of her own. The problem was finding the right location...and the right moment.

Curiously, it had been there all the time.

Years ago, there had been a hairdressers at the same location and also called Silhouette. When the premises became available last year, it proved an opportunity too good to miss.

"I knew it was right for me," she said.

"So we set about doing it up, getting the interior just right and, of course, fitting it out exactly as we wanted."

Not an easy task but, as the salon opened in December 2006, obviously worth the intense effort.

In truth, it wasn't such a risk. Joanne had built a large and loyal customer base over

the years and they naturally enjoyed coming to the new location.

"It actually took off straight away and we have been really busy ever since...it had been far more successful than I ever expected," she said.

Not that it is surprising. Joanne and her excellent team – Stacey Cogley, Alison Steele and Dianne Hurstfield – are dedicated to providing high quality advice a highly professional level of service in, at all times, a friendly and welcoming environment.

In addition, the current offer of 20 per cent off 'colours' on Wednesday and Thursday runs until the end of July.



(From left) Alyson Steele, Dianne Hurstfield, Stacey Cogley and owner Joanne Gilhooley at the salon.

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