

➔ **Our take:** Hair and nail salons, as well as barber shops, are proving that—in an ever-growing market thanks to improving disposable income—beauty is more than just skin deep. That persistent Millennial pink hue is the color choice for many of the designers crafting these streamlined spaces, highlighting “a collective visual consciousness of those particularly tapped into image-based social platforms,” states Trendhunter.com’s 2018 trend report.



Lacquerbar ➔ For this Berkeley, California-based nail salon, San Francisco firm Form + Field sought to incorporate bright purple and pink colors into an empowering design: a neon sign on a pink and white geometric wall reads “Nevertheless she persisted.” Principal Christine Lin chose these selectively painted walls and monochromatic furnishings as “a way to bring in vibrant colors that express the Lacquerbar brand but in a sophisticated way that isn’t too overwhelming.”



Ruchki da Nozhki ➔ Local firm Made elevated this Brooklyn, New York nail salon into a pretty-in-Millennial-pink haunt. Dark mauve lighting fixtures give it a hint of drama, while open shelves throughout display plants, highlighting the owner’s interest in eco-friendly products. Designer Liz Pipal says it’s these small details, including the black glass manicure and pedicure product bottles, that “add a touch of elegance to the salon.”