

The Hoboken Man is named 'Salon of Distinction'

Maxwell Place barbershop honored by Salon Today magazine

The Hoboken Man, the barbershop at Maxwell Place in Hoboken, has been named as a Salon of Distinction in the nationally acclaimed "Salons of the Year" interior design competition sponsored by Salon Today, the leading business publication for the professional salon industry.

The salon, owned by Dan Hood, Steven Holm, Emily Gonce and Erik and Jenn Connaughton, distinguished itself among approximately 100 entries and is featured in the June 2010 issue of Salon Today magazine.

"We were pleasantly surprised by the number of qualified applications we received, despite the tough economy," says Stacey Soble, editor in chief of Salon Today. "But we did note a conservative trend in salon design toward clean spaces that focused on efficiency and comfort."

Salons competing in the annual "Salons of the Year" competition were either newly constructed or remodeled salons that opened between Jan. 1 and Dec. 31, 2009. A grand-prize winner and three runners-up were chosen, and the remaining 16 salons were named "Salons of Distinction."

"Designing a unique space was central to our vision, and to the success in Hoboken—a town with over 50 salons, just none designed specifically for the distinguished man," says Emily Gonce, co-owner of The Hoboken Man.

Salons were judged in six design categories: Use of Color, Lighting, Flooring, Efficient Use of Space, Consistency of Design and Overall Aesthetics.

This year's panel of judges included Luda Conti, owner of Avanti Day Resort in Manalapan, N.J., and last year's grand-prize winner; Nancy Nemer, owner of the design firm Red Cashew in Southern California; Susan Brunstrum, owner of the Chicago-based sweetpeadesign; Ann Higby, founder of Hatch PR, a beauty-based public relations firm; Sean Faries, entertainment entrepreneur and founder of Battle of the Salons; and Laurel Nelson, editor in chief of Modern Salon Magazine.

Statistics and images of all 20 winning salons are posted on www.salontoday.com.

Salon Today magazine, published by Lincolnshire, Ill.-headquartered Vance Publishing, is the leading business publication written for salon owners and managers. It is a sister publication to Modern Salon magazine.



9 • The Hoboken Reporter • July 25, 2010

SALON OF DISTINCTION – The Hoboken Man, a stand-out establishment in a city with over 50 grooming salons, was honored by Salon Today magazine for its décor.

www.hudsonreporter.com

HUDSON PLACE *Realty*

132 Washington Street - Hoboken, NJ 07030

For a complete list of our properties and photos visit:

hudsonplacerealty.com

201-420-7393



Natural