



# head

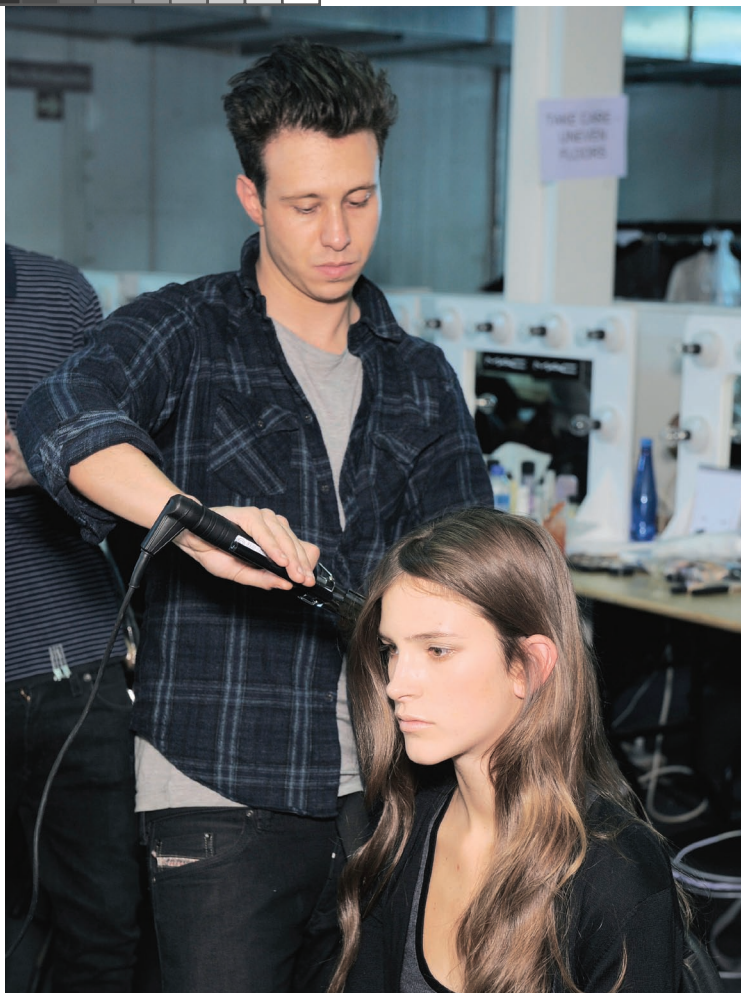
FOR BUSINESS

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## A CLOSER LOOK

INSIDE THE WORLD OF LUKE HERSHESON





## *My business*

**My schedule:** I'm involved in the running of all of our businesses and I'm in the salon a few days a week, too. I'd get bored if I was only working on one thing. One minute I'm raising private equity for our Blow Dry Bars or doing press days for L'Oréal Professionnel, and the next I'm doing a shoot for Dior. Different environments inspire me.

**The skill I wish I had:** Delegation and not being a control freak. We're growing our management team, but even with only four or five of us, it's hard to let go of things. It's so important to have faith in your team – they might mess it up from time to time, but they will also do amazing things, too.

**My financial know-how:** I wish I had been more financially aware in the early years. Now I have a complete understanding of what goes in and out of the business, and I can tell how we're performing at any one time.

**My website:** We're going to be launching our new website in January ([www.danielhersherson.com](http://www.danielhersherson.com)), which will include online booking.

# LUKE HERSHERSON



## *My lifelines*

**My survival kit:** I never leave home without my BlackBerry and my Apple Mac.

**My meeting hotspot:** Cecconi's in Mayfair, or the basement of our office.

**My dad:** Is the best person to talk to, as his huge amount of experience means he processes things in a pragmatic, logical way, whereas I might freak out!

**On speed dial:** My dad, Creative Director George Northwood, my operations manager Johanna, who does too much in our office to have one single job title, my agent Julian Watson, and our PR company. I'll make contact with these people four or five times a day.

**Brand masters:** I admire Nick Jones, CEO and founder of Soho House Group – he started with nothing and has built a major brand. This is something we aspire to. A friend of mine, Alex Carlton, started juice company Funkin, which he recently sold. I admire do-ers and brand builders.





## My career

**My favourite piece of advice:** I met Guido Palau seven years ago, who told me that to be a great hairdresser means putting your stamp on hair, making it stand out and not just going along with what other people are saying.

**My regrets:** We were the first brand to launch professional straightening irons to the consumer, but we didn't act on it like ghd did.

**The 'wow' moments:** Walking through an airport with Gisele Bündchen, in 2001, and shooting a Kylie album cover in the south of France, when a swarm of 100 paparazzi surrounded the beach that had been closed for the shoot. My first men's show for Jil Sander in Milan, in 2004, was also a 'wow' moment!

**The future:** We've just opened our flagship, standalone Blow Dry Bar in the new Westfield Shopping Centre, in White City, London, following the success of the bar in Topshop, Oxford Street. The next five or six years will see us rolling out accessories, electrical products and building Hershesons into a recognisable brand.



Hershesons, Harvey Nichols

*Luke Hersheson, one half of hairdressing dynasty Daniel Hersheson, is a session and salon stylist, business entrepreneur and has just opened the brand's flagship Blow Dry Bar in the biggest new shopping centre in Europe. HEAD For Business finds out how he does it all – and what he's up to next...*

## My wisdom

**On the hairdressing industry:** All you hear people saying is, "British hairdressing is where it's at". That was true in the 1960s, but perhaps we're not as good as we think we are. There are a lot of interesting things going on globally, too.

**On smelling the roses:** Driving to Westfield Shopping Centre the other day, I realised we're part of the launch of a £2 billion project. Sometimes you need to stop to realise just how amazing a business venture is.

**On attitude:** I started off arrogant and cocky, which helped me to an extent, but it also dented me. I've now learnt how to treat people the right way.

**To salon owners starting out:** Don't underestimate how hard it will be – and you are only as good as your management team!

**On 'what ifs':** If I wasn't a hairdresser, I'd be something entrepreneurial. I like making something from nothing – whether it's in my session work, my time in the salon, or the Blow Dry Bar concept.

