

THE ART OF EXTRA



LASHES AND BROWS MAY STILL BE SEEN AS A LUXURY BUT FOR SIREN AND PROPER, IT IS PROVIDING A SERVICE THAT IS TREASURED BY ITS CLIENTS AND ONE THAT ITS 'DIE HARDS' WOULD NEVER GIVE UP.



Award-winning lash technician **Christina Lynn Perez**, owner of **Siren and Proper**, which has two salons in Grand Rapids, Michigan, has reopened after lockdown and has found that for a salon specializing specifically in lashes and brows, the market is still there for its extensive list of services.

The first Siren and Proper salon opened in 2014 and is still one of the only dedicated lash and brow salons in the area, but it has been so successful that a second salon opened two years ago.

Looking back at the earlier days of her career Christina was trained in extensions in 2007, but really started to use her talent in 2010, and just a year later she won the NovaLash Lash Artist of the Year.

"I will say that I was good at speaking about the product and the process of lash extensions, which really helped me grow as an artist. I was really grateful for that time as I travelled a lot being a spokesperson for the company and it helped me realise what else was out there in the industry."

The salon is a true representation of what Christina likes to put forward personally. "I like to present cleanliness, some luxury and fashion. It was very important to have a space that was glamorous, so that my clients really felt that they were treating themselves. And also if they want to come and chat during a service that's great, but equally, if they want to relax and fall asleep, that's OK too."

Looking back over 2020, it's been a difficult year for all salons having to follow new rules in order to be able to reopen.

"We were closed for three months and it wasn't too difficult to reopen. If anything, it was more difficult to navigate through the lockdown. We have a decent sized staff, and we were concerned that our staff were taken care of. We were worried about what was happening to them."

"In preparing to open there were some things we had to purchase like the plexiglass and the plastic coverings for the beds. We also invested in certain new organisers that held everything we need nicely enclosed. That meant that we had to rethink about how we set ourselves up, so that we had everything ready and to hand. We didn't want to be touching our client's faces then having to touch handles. All those processes to me were straightforward, it was a matter of communicating that to my staff and developing good habits." ▶

