

LUCKY No 74

HERE'S A BRIGHT BUSINESS SPARK YOU NEED TO KEEP ON YOUR RADAR! **MARTIN REICHELT**, THE 26-YEAR-OLD OWNER OF **No 74 HAIR & BEAUTY IN CLERKENWELL**, IS OUR FIRST IT LIST ENTREPRENEUR WINNER

MEET THE YOUNG HAIRDRESSER who has launched a truly fresh and unique salon according to the judges of The It List in association with Sebastian Professional.

Having transformed a Grade II Georgian townhouse at No 74 Compton Street in London's Clerkenwell into a decadent, three-storey salon, Martin Reichelt has pulled in more than £74,900 from its launch in October 2009 to May 2010, and estimates an overall year-end turnover of £142,000.

Hailing from Germany, where he trained as a hairdresser, beauty therapist and make-up artist and worked for top European hairdresser Holger Knievel, Martin moved to London five years ago. He felt an instant affinity with the quirky designer stores, top restaurants and boutique hotels in Clerkenwell.

"I love the mix of old and new, the people and the atmosphere," says Martin, who lives in nearby Hackney ("if I could afford to live in Clerkenwell I'd move immediately!" he jokes). As well as a Mecca for a cool, hip crowd, Clerkenwell also has a strong business edge, with the likes of architect Zaha Hadid, media agency Universal McCann and fashion house Alexander McQueen inhabiting nearby office space.

Local businesses also provide a great marketing channel, complementing Martin's use of SMS, email and social networking. "The

Zetter Hotel, for example, is a great match for the salon and we have a page in the hotel room handbook," says Martin.

City University is just down the road and provides wealthy, trend-setting student clients. He also had a loyal fan base of clients including "CEOs, lords and ladies, and directors of top companies such as Easyjet, Fujitsu and Barclays Capital."

Recruiting reliable, much-loved staff was another masterstroke: "I asked a couple of trusted colleagues to make the move with me. Renata is one of the best beauty therapists I have ever worked with and my colourist Seval knows her work inside out," he adds.

Martin recruited interior designer Bettina Schmid (www.schmidinteriors.com) to turn his visions into reality. "My inspiration came from boutique-style salons in Germany and also Zurich, salons such as Wolfgang Zimmer and Charles Allen," he says. Mix the French indulgence of Louis XIV with the luxury of the Chanel No 5 brand, and you get a sense of what Martin is all about.

His advice for other would-be entrepreneurs is tongue-in-cheek: "Don't open in Clerkenwell!" But when pressed, the answer encapsulates everything that got him onto the It List. "In all seriousness, it would be to ensure clients get what they need and expect. Listen! Above all keep true to your vision and beliefs."



BRIGHT SPARKS OF TOMORROW

KEEP YOUR EYE ON THE IT LIST ENTREPRENEUR RUNNERS UP!

Becky Candy Becky Candy Salons, Clowne – 26-year old Becky launched her own salon at just 19 and shows a flair for customer service

Rhys Giles Rhys Giles Hairdressing, Cwmbran – retail accounts for 20 per cent of sales in the two salons run by Rhys, 22

Nicola Hughes Saks, Chester – 29-year-old Nicola has increased turnover by 33 per cent in this salon

Jamie Stevens Jamie Stevens, Woolavington – the 29-year-old Errol Douglas protégé and Celebrity Hairdresser of the Year now has his own salon and TV projects aplenty

