

# A glamorous salon with a social conscience

## Aesthetic: Summer 2008

Emporio Valenti officially opened on the 1st October and is literally the 'new face in town', where the stylish salon's menu reads like a who's who in the beauty arena. Located in the heart of Cape Town, Emporio Valenti's huge premises offer not only a myriad of skin treatments but is a one-stop health and beauty shop. Offering highly competitive prices and incredible panoramic views of Table Mountain and the CBD, Emporio Valenti intends to be positioned and recognised as the leading pioneers of paramedical skin makeovers in an already saturated health and beauty market.

Local entrepreneur, Tanya Valenti, is the brainchild behind the concept and boasts over 16 years experience in the health and beauty industry. Valenti's passion in this field guided her in personally overseeing the project in its entirety. "It was important for me to structure the salon so that each feature, facility and treatment room was not just perfectly designed from an interior perspective, but also totally and absolutely functional. Furthermore, our service excellence is synonymous to that of a 5 star hotel", says Valenti, Managing Director.

The distinctive and highly personal level of service is key at Emporio Valenti. Its team of extensively trained and internationally recognised therapists and hair stylists, who are also part stakeholders in the business, will most certainly appeal to and attract any well-heeled fashionista as their preferred skin salon of choice. The salon has also employed a deaf therapist and is currently working closely with the Blind Society to secure further employees, thus positioning the salon as an innovative forerunner in "giving back" to the community and also taking a stance on being a highly responsible business in terms of equal opportunities.