



JOHN HARRIS

From left to right: David Nixon, Evan Cowden and Wendy Edgerly.

Hair innovations

Phoenix salon offers the latest hair trends backed by classic good technique

Experience and a penchant for customer service were the key ingredients when three former beauty-school classmates opened dwe hair design in Phoenix.

“When we first started out, we were all a bit older than the average stylist, and we’d all had business experience before,” explains Evan Cowden, one of the three co-owners of dwe hair design. “We studied in beauty school together, and then all of us worked for the same designer. We opened this salon over four years ago because we wanted to be more innovative and provide something different for our clients, something more intimate with a high standard of customer service.”

Three simple words

Catering to a cross section of Arizona women, including business professionals, college students, entrepreneurs and fashionable homemakers, David Nixon, Wendy Edgerly and Cowden define their business philosophy in three simple words: communication, innovation and integrity.

“If people are not accustomed to communicating well with their stylist, it can kind of take them off guard when we sit in a chair and really listen to them,” says Edgerly.

“We want to learn about their sense of style—that’s the jumping off place for us; then, we love to educate our clients,” adds Nixon. “If our client can achieve for herself what we achieve for her, that’s an important part of the recipe for success.”

Moving with the trends

dwe’s talented hairstylists are dedicated to excelling in fashion-forward hair services, including precision cutting and innovative coloring techniques. “Our work is fresh and leading edge, but it’s also

timeless. We move with the trends, but our clients expect classic good technique and good foundation and we provide that,” says Edgerly. “In addition, we all truly love people and love to watch as they evolve, improve and achieve things they didn’t know they could. I especially love it when a client comes in looking one way and leaves a changed person, full of confidence in herself. That is such a rewarding feeling.”

dwe hair design has been featured in several national publications, including the Goldwell Project Glossy, an avante garde hairstyle coffee table book, and *Martha Stewart Weddings*. “Styling a wedding for [the Martha Stewart Magazine] was such a great experience,” says a still wowed Cowden. “We love to do wedding parties, and in fact, have done a lot of brides and bridesmaids, including a bride who flew her whole wedding party here because her parents live here.”

A drama-free salon

dwe hair design prides itself on having a very comfortable, laid-back ambience. “Unlike many salons, we’re a completely drama-free zone,” says Nixon, chuckling. “A smaller salon like ours encourages great conversation and openness between clients that you really can’t get in a larger salon. For example, I once had two clients in at the same time, one was a kindergarten teacher and the other runs a multi-million dollar business, but they were having a great conversation. It’s fabulous to watch that happen in your own little inner sanctum.” ■

For More Information

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dwe hair design

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