

THE WORLD'S FIRST AMAZON-ENABLED HAIR SALON

By Livvy Houghton and Holly Friend

07 : 03 : 2019 Beauty : Retail : Leisure



Starring by Ted Gibson, Los Angeles



Starring by Ted Gibson, Los Angeles

Los Angeles – **Starring by Ted Gibson** merges smart home technology with high-end hair styling and colouring services.

Celebrity stylist Ted Gibson aims to reinvent every touchpoint of the salon by installing five semi-private pods, known as clouds, in the place of traditional styling stations. Each cloud is integrated with Alexa-enabled Amazon tablets, smart speakers and ambient lighting options, allowing customers to shop on Amazon and control their surrounds while their hair is styled.

'[We] wanted to create a state-of-the-art salon that merged cutting-edge technology with an unrivaled client experience,' says Francisco Gonzalez Pulido, the salon's designer. 'The idea was to reinvent and spearhead the salon of the future before the industry even caught on that it was behind.'

With many hair salons stuck in a rut, innovators are **reconfiguring the salon** as a space in which clients can sit and stay a while.