

World class balayages at affordable prices? Gusto Hairdressing has you

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For years affordable hair cuts and colours were the domain of cheapo cookie cutter franchises with questionable services and even more questionable talent.

Cheap highlights might seem like the ideal proposition during these increasingly cash strapped times, however being treated like a product on a conveyor belt is certainly no fun.

Multi award winning Gusto Salons are the latest in a line of central London hairdressers that are doing their own thing. Expectations being thrown out the window is the company's M.O. What one would usually expect to pay for a full service half head of highlights, cut and blow dry is less than half the price at Gusto.

"We optimise space, time and talent" Owner Andrew Johnson says. "We have a very stringent vetting process when hiring new stylists. Experience plays a role, however, an unequivocal passion for their trade is what counts. Buying into our expectation rattling philosophy is also paramount."

The salon was launched with the intention of providing extreme value for money, without compromising on quality. A comprehensive experience you would expect from a Mayfair salon at a fraction of the price.

"All the low cost salons in London are simply not boujee enough. We do not consider ourselves a low cost salon at all, just a company that offers world class services at non exorbitant prices" Andrew states. "We do not rush, consultations take as long as they need to"

For all its attractive price propositions, the salons do not appear to cut corners. With drink, snacks and amenities offered lavishly before, during and after.

Gusto, with two locations currently in Soho and Covent Garden, have become increasingly renowned for their in-season balayages.

"We create our own seasonal trends, and this is manifested most in our balayages. The free hand and grandiose nature of this colour technique really gets our creative juices flowing. Our customers flock back regularly to see our newest free hand concepts"

Gusto can be succinctly described as boutiquey, electro, affordable and suitable west-end.

Gusto Hairdressing, Soho 11 Brewer Street W1F 0RQ - Covent Garden 224 Shaftesbury Avenue WC2H 8EB, gustohair.com

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