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## VASKEN DEMIRJIAN LAUNCHES LUXURY FLAGSHIP SALON IN TRUMP TOWER

### WHERE HAIR ARTISTRY MEETS ULTIMATE SALON DESIGN

Internationally award-winning Master Colorist Vasken Demirjian announces the official launch of his full-service flagship salon located in Trump Tower, home to the center of luxury living in Westchester. Widely renowned as one of the country's leading hair experts, the vision for Vasken's first boutique salon was conceived from his love of art and architecture, as well as his acute understanding of design and beauty. In this highly conceptual, sleek German-designed space by architect Katerina Soukhopalov (MSK Design Group), ambiance is fine-tuned in order to amplify the transformative experience of color and cut.

The custom-designed interior is a nod to Vasken's background in the art world. Pure, glossy white with flashes of Valentino red, the salon's color scheme is inspired by a "clean, white sheet of paper", says Soukhopalov. The unique floating ceiling design of the salon showcases a 3-dimensional art installation composed of tubular structures. The intricate blanket of white cylinders is made from a high-grade paper that allows for light to diffuse through and create a soft, ambient glow perfect for hair color. In contrast, the vibrant red cylinders constructed from imported linen add a dynamic punch of color to the space. The ceiling design was conceived to both preserve the height of the space as well as create a sound-proofing buffer to minimize the usual salon noise.

Exclusively using luxury Kerastase products, the Vasken Demirjian Salon is home to over a dozen European-trained specialists, hand-selected and imported from all over the globe – including Austria, Turkey, Russia, Italy, and Peru - for their unparalleled skills in beauty and luxury haircare.

Upon entering the salon, Vasken's clients are surrounded by an unequivocal first-class luxury experience: from the comfort of custom German styling chairs, to the cappuccino from the same coffee machine found in 5-star restaurants, from the art and architecture books that are browsed in lieu of tattered tabloids to the discreet private valet entrance for high-profile clients.

#### ABOUT VASKEN

##### HAIR IS HIS CANVAS – COLOR IS HIS MEDIUM

To Vasken Demirjian, hair is an intellectual and artistic pursuit. His impeccable aesthetic pedigree combined with the highest European education and training has solidified him as one of the world's most sought after master colorists. A former antiquities dealer in London, Vasken cultivated his eye for color traveling the world as a connoisseur of beauty and art. He studied in New York and London, where he became the first American to be awarded the L'Oreal's Colour Specialist Degree – the PhD equivalent for hair – as well as the L'Oreal Vision of Color Award. A board-certified Master Colorist, Vasken approaches each client as an artist approaching a canvas. His goal is to create a masterpiece each and every time – from corrective color to a mere retouch.

Vasken has developed and perfected several color techniques, including "Color Canvassing", a process that creates a three dimensional effect with a rich mosaic of haircolor shades. Vasken has been featured repeatedly as a leading hair expert in women's fashion and beauty publications, including *Glamour*, *New York Times*, *Cosmopolitan*, *Westchester Magazine*, and *The Wag*, among others.

For further information about salon services and hours, please visit [www.vaskendemirjian.com](http://www.vaskendemirjian.com) or call 914 285 0800.

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