

SISTRUNK BOULEVARD

Where history meets the future

HAIR CARE ESTABLISHMENTS PROVIDE A SENSE OF PLACE, JOB OPPORTUNITY

As a part of a series, WSG and the City of Fort Lauderdale CRA are featuring various aspects of the multi-faceted life of Sistrunk Boulevard as it undergoes major change for future improvements.

Sistrunk Boulevard is the home to several storefronts that specialize in the art of Black beauty transformations while at the same time satisfying social needs common in Black communities across the country. From relaxed weave styles that cascade below a woman's shoulders to the common low cuts that brothers get for that clean, neat look of sharp masculinity, the corridor gives locals an array of shop options for the selection. These hair care spots provide their clientele with a chance to become renewed and reinvigorated with a revitalized look and an enhanced personal appeal.

"My fetish is healthy hair," shares Tammy Hall, owner and operator of Tammy's Style Solutions, 2305 NW 6 ST. "I attract customers from Miami to Atlanta to Texas. I love what I do for my customers."

Halls says she works with relaxed hair, weaves, innovative cuts and other hair types that help women identify with their ethnicity as well as their femininity.

But the outside look is not the only focus of Hall and other shop owners along the boulevard. They also provide a sense of community, creating a place to satisfy such needs as health care, employment and social interaction.

"I use my beauty chair as my forum," Hall explains. "It has been a ministry that has helped many people." Hall says she shares insight about a number of topics with the most frequent being physical health as a local distributor of Ardyss International products. She notes that the products she sells contains an antioxidant comprised of five natural elements that help to

rebuild cells to avoid common diseases like diabetes, high blood pressure, arthritis, gout and ailments of the joints and muscles. "I work on people from the inside out," Hall exclaims.

At Ray's Beauty Supplies and Salon, 1545 NW 6 ST, besides locals getting the latest in styles and cuts or simply picking up a few hair care products for home use, the younger generation can learn the skill of business management, customer service and the particulars of varying hair care products from business owner Melinda Ray. "In this business I want to help the area kids," Ray acknowledges. "I want to train them to own and manage a business on their own. It is a very friendly set-up. It is as easy as A-B-C."

Earnest Cuyler, owner of Vision to Victory Unisex Salon, 2012 NW 6 ST, has a similar focus with the young people. "I believe in promoting education and self development," says the first-time business owner and retired Broward County employee. "I'm here to help the young people establish and grow a career."

"The shop provides a young person an opportunity to establish themselves professionally and make a honest living," Tammy Hall is a living example of the opportunities the hair care industry offers.

"I opened my first salon in 1999," Hall explained. "I had to leave my 9-to-5 office job that I loved because I had custody of my mom's kids. I couldn't get to them when I needed to in such a structured work environment. So I went into the hair care industry because of the time flexibility and the unlimited income potential that it provides."

Ray, who entered the industry after closing her plumbing retail shop on Sistrunk, opened her hair supply store and salon earlier this year. "I didn't know anything about the beauty industry," Ray admits. "But by being in the plumbing world for 12 years, I was able to deal with contractors to turn my vision into reality."

She says her top sellers are barber supplies and equipment as well as jewelry accessories. "We are in the beginning stages," Ray explains. "So we will continue to change and add products based on demand."

To inquire about current job opportunities in the hair care industry or back-to-school specials, contact Ray's Beauty Supply and Salon at 954-306-6092 or Vision to Victory Unisex Salon at 954-445-5556. To visit their shops or other hair care facilities along the corridor, visit the following:

Neighborhood Unisex Salon
735 Sistrunk Blvd.

Ray's Beauty Supplies & Salon
1545 NW 6 St.

Robert's Barber Shop
1601 Sistrunk Blvd, Suite C

Visions of Unity Unisex Salon
2012 NW 6 St.

Vincent Barber Shop
2030 NW 6 St.

Tammy's Style Solution
2305 NW 6 St.