

Paulo's Atelier offers European flair

By EVE MARX

If you haven't strolled around of the shops adjacent to ShopRite of late, you could be in for a surprise. Where the unisex hairdressing shop Adam & Eve for decades stood, now something else is here. That would be Paulo's Atelier Hair Salon, a hip new hair and beauty establishment.

When the tragedy of fire struck the Richard Scott Salon & Day Spa in Mount Kisco a year ago, many of the staff found temporary lodging in other area beauty shops. Paulo Gregorio and Natalie Ciullo, who had been with the Richard Scott salon since 2003, found themselves at Adam & Eve. After a time, Mr. Gregorio, who prefers to be known as Paulo, was given the opportunity to purchase the salon from its longtime owner.

After a lengthy period of renovation, the salon has been completely overhauled. "Where some people saw a tired space, I saw a raw shiny diamond," Paulo said. Indeed. The look is very European. Having just returned from Paris and London, I can say with assurance that Paulo's Atelier is very cosmopolitan and trendy. Every stick of the furnishings and even the sinks and chairs have been imported from Italy. "Even the pedicure chairs come from Italy," he said. He ordered them from a Web site. "Everything looked so beautiful I just had to have it. I love the curves and the modern style and the wow factor."

Every square foot of the old salon has been reconfigured, including areas that most clients will never see. The result is that private spaces are very private (ideal for waxing or extra-private consultations)



EVE MARX PHOTO

Paulo Gregorio, salon owner, and Natalie Ciullo, salon manager, are delighted to show off their new beauty place.

even as the cutting and styling areas are happily buzzy. The soothing colors on the walls and the woodwork were chosen by a client, professional interior decorator Debby Levine, and another client, Susan Seltzer, helped design the areas for storage. Every single piece of furniture was chosen by Paulo himself, who delightfully preened before his fabu-

lous shampoo chairs, which massage you as you're getting your hair washed. "They even let you put your feet up!" he exclaimed.

There is an expanse of beautiful blond wood on the floor, and the lighting is simple and flattering and everything is very clean.

Paulo is a self-proclaimed neat freak, and even the back room areas and the kitchen for the

staff are well lighted and well ventilated. "I wanted to make a place that was nice for the people who work here," he said.

Paulo, who is utterly adorable and young and charming, is from Brazil. He became a hairdresser 13 years ago after moving to New York City, where he worked for some time in the Kim Lepine salon on 61st and Madison, which was a huge salon with two floors and all the latest innovations. He enjoyed the constant emphasis on education and improving his technique and being sent all over the world by the salon to learn about the latest hair advancements and products. At the time, he also enjoyed working in the city. "It was a buzzing neighborhood," Paulo said. "Many celebrities."

Bedford, which is also buzzing with celebrities, seems very suited to him now. His vision is to be fashion forward. "Bedford is an important place," he said. "I want to make everyone more beautiful and bring in more European flair."

In addition to the usual wash, cuts, blow-outs and sets, Paulo's Atelier offers its clients expert coloring, the Brazilian relaxing treatment known as Keratin Complex Therapy, Great Lengths Hair Extensions, Novalash eyelash extensions (an hour to apply; results last up to five months, OK for wearers of contact lenses or people with glaucoma), perms, manicures, pedicures, facial and body waxing, consultations for women undergoing chemo, hair replacement and makeup. The Keratin Complex Hair Therapy is a patented, revolutionary system for chemically relaxing

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hair that uses no formaldehyde and has no fumes or odor. "It defines color," Paulo said. "It repairs split ends. It is maintenance free. Hair dries up to 70 percent faster, and there is no line of demarcation when it begins to grow out." Best of all for summer is that it leaves hair frizz free. That's something to think about given our current climate change to sheer humidity.

"We do everything here except spa treatments," Ms. Ciullo said. A licensed cosmetologist, she is also the salon manager. Clients are offered, tea, water or cappuccino before being escorted to a colorist, manicurist or stylist. Psst. Kathy Troy, an expert colorist, is now

working here, and she just learned she won a coveted Best of Westchester 2008 award. In September, Paulo, who specializes in relaxing treatments and color, was in London and Paris, and will be traveling to a huge hair show in Brazil to learn about the latest in organic hair products.

"We have a great staff and we have wonderful energy," Ms. Ciullo said. "We have people coming from Long Island and New Jersey. We have a very diverse clientele, aged 8 to 80. The salon is participating in the Hope Cuts event on Sunday, May 18, where proceeds from haircuts will be donated to the Hope Cuts organization, which supports research for cancer, HIV/AIDS

and other life-threatening illnesses.

What happened to those been-going-here-forever clients who remember the place as Adam & Eve?

"They still come," Paulo said. "They come early in the morning. I think that they love the new look of the place. I think it makes them feel younger." He smiled his dazzling Brazilian smile and added, "Besides, it doesn't matter what age you are. If you are stylish, you are stylish."

Paulo's Atelier is located at 725 Bedford Road, Bedford Hills. It is in the Green Lane Shopping Center. The phone is 666-2800. The shop has 22 staff members and many stylists. Walk-ins are welcome.