

Simon Webster

Independent Hair Salon

Who is Simon Webster Hair?

Independent hair salon formed in 2012 by husband and wife team, Simon and Sophie Webster.

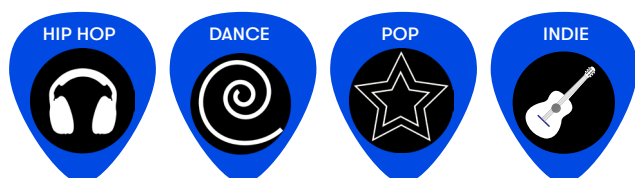
- Based on Gardner Street amongst Brighton's most bohemian, vibrant and eclectic stores and cafés.
- Often host live music events and art exhibitions, promoting local talent and engaging the community.
- Team of 22, headed by senior stylist himself, Simon Webster.
- Also, offer styling services for leading magazine publications, editorials, musicians and fashion retailers, outside the salon.*



“It has that kind of feel to it that it’s not just about hair, it’s about coming in, having an experience with like minded people”

- Simon and Sophie Webster, owners of Simon Webster Hair

Music played in Simon Webster



How do Simon Webster use music in their business?

“We have a hugely diverse and eclectic clientele which partly comes from the diversity and eclecticism from the music that we play”

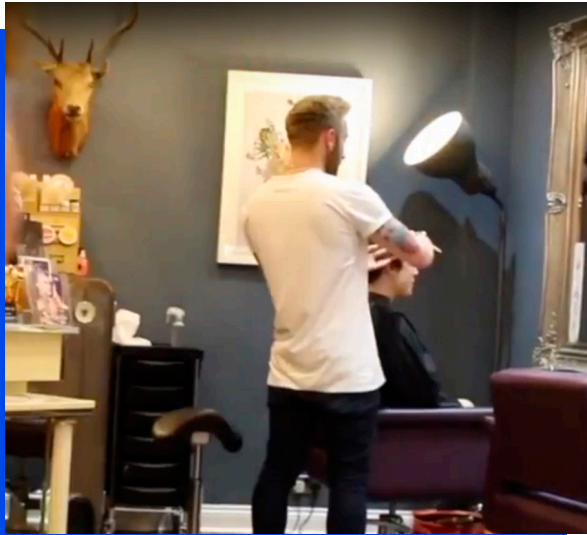
How does music benefit Simon Webster?

HELP TO
DEFINE
THE BRAND

HELPS
CREATE THE
RIGHT
ATMOSPHERE

ENHANCE
CUSTOMER
EXPERIENCE

BRING
PEOPLE
TOGETHER



“Our salon tag line is style, music, fashion...(its) as much about the music that’s played”

“It’s a street that is a really creative street in a really creative town so we wanted to build a salon environment where we felt those people would feel comfortable”

How does Simon Webster use music in other ways?

“When we started, we wanted to create more of an experience than just having your hair cut so we held music events here and we’ve held artistic events here, we try to involve ourselves locally with the music industry”

How do Simon Webster choose the music that they play?

“All of our stylist give their input, we have our brand I guess that we want to kind of promote, so in the way that we have an eclecticism of clients, we have a diversity of music”

To view the full Simon Webster case study, please visit pplprs.co.uk

Comments and quotes in this case study have been provided by Simon and Sophie Webster, owners of Simon Webster Hair in relation to TheMusicLicence.
* Information from www.simonwebsterhair.com



TheMusicLicence