

remove up to 60% of debt!



U.S. Car Insurance is dropping since 2009. Drivers are saving up to \$488\* in minutes. Continue here!



The secret to getting ripped quick is finally explained...



Top 3 anti-wrinkle creams of 2010. Reduce wrinkles and fine lines without injections. Who's #1?

 [Add Your Link Here!](#)

"2009 was indeed a very challenging year for the beauty industry," especially in areas like high-end cosmetic, perfume and skincare, said Karen Grant, vice president and senior global industry analyst for market research firm The NPD Group in Port Washington, N.Y. "And now in 2010, the reality is that business will still be challenging."

Combined, the Marras have more than two decades' worth of experience in the salon industry, and both are master stylists at the salon. Kristina Marra also considers herself a fashionista, devoted to learning about and wearing the latest trends in clothing, accessories and hair.

To that end, they built up FIGO as a destination for people interested in staying ahead of the curve when it comes to new designers and trendsetters. The couple purchased the salon from a former partner in 2004, changing the name from Figaro to FIGO to show their business philosophy, Rino said.

"In Italy, 'figo' is a slang term for when something is really cool or the best. It fit with the industry that we're in," Rino Marra said.

Business has been steady thanks to this differentiation, he said. But every [business needs](#) to keep people coming in the door. So, FIGO started looking at ways to find additional

clients and retain its regulars.

The answer, the duo decided, was through special promotions. Every month, they offer something unique. For example, customers who purchase five hair color services receive a sixth one free. Those who take advantage of this prepaid offer [save](#) about \$70 over the course of the term, Rino Marra said.

"We definitely understand that people are losing their jobs or have to cut back," he said. "All of our clients have been so good to us (that) we wanted to offer them something back to keep them coming in."

To generate new [customers](#), FIGO asked its current clients to refer people to the salon. The new clients are entered into a contest to receive free haircuts for a year, a prize valued at nearly \$1,000.

Current clients who refer a new customer are entered into a drawing for a Vespa LX 50. Both contests end July 10, and drawings will be held during the salon's annual client appreciation party at Tre Monte Ristorante in Troy.

The salon partnered with Joe Ricci Vespa, which donated the stylish motor scooter. In exchange, FIGO is donating the cost – approximately \$3,300 – to Forgotten Harvest, a food bank providing some 20,000 meals to the Metro Detroit area.

"Everybody wins this way," Rino Marra said.

*Karen Dybis is a Metro Detroit freelance writer.*

Article Tools: [Print](#) [Email](#) [Comment](#) [Read Comments](#) [Share](#)



## More information

### How they did it

**Strategy:** To bolster business, the salon began offering newcomer specials, perks to loyal customers and value-added services like fashion and image consultations.

**Where:** 265 N. Old Woodward, Birmingham

**Contacts:** [www.figo-salon.com](http://www.figo-salon.com) or (248) 723-7990

## More on this topic

- ▶ Vanity phone numbers ring up sales
- ▶ Brighton company gives pretzels a twist
- ▶ Tax Trilogy formed with industry professionals
- ▶ Cell-Mail Greetings provides stationary for prisoners and their families
- ▶ Idled autoworker finds less stressful business
- ▶ Resale shop Moda Repeat grows with strong customer service, low prices
- ▶ Owner revamps home decor shop to stay ahead of sales downturn

ADVERTISEMENT



30492 Lyon Center Drive East  
New Hudson, MI  
[www.liberty-hyundai.com](http://www.liberty-hyundai.com)

### 2010 Genesis Coupe



Lease for as low  
as **\$259/mo.**

[Click Here >>](#)

Most Popular