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I WANTED TO BE ABLE TO OWN A PLACE WHERE I COULD MAKE WOMEN FEEL SEXY, AND SOMEWHERE THAT THEY WOULD COME FOR AN EXPERIENCE



Nesting quietly, but confidently in a leafy suburb of Vibrant South Belfast is a little place owned and run with love by a very special lady.

Clare Afshar, owner and head stylist of *Vintage Rocks Hair Parlour* is sitting with me in the warm, convivial atmosphere of her waiting area, the opening act of what is a space filled with heady retro charm. The walls are awash with *Gil Elvgren* pinups, the floor, eye-catching with its black and white tiling, and the furniture evoking 17th century French luxury is most inviting.

Sitting in the Parlour one cannot help but be impressed by the charm of the place. The décor exudes personality and charm but above all it echoes the unique personality of the lady behind it all.

"I guess since an early age I have been interested in glamour, how beautiful girls and guys look in old movies, throughout history and in music" beams Clare as we sit with coffee from a rather charming china tea set. *"I used to sit amazed at how my Aunt, a hairdresser who worked from home would work on all these beautiful ladies*

and do the most amazing things with their hair. So I always knew, from a little girl that was what I wanted to be"

Clare wasted no time pursuing this dream and started, rather prodigiously, at Beauty School in Los Angeles at the tender age of 14. By 17 years old she had graduated, and travelled to Northern Ireland in 1995. Having spent some time making her bones in regular salons she *"knew that she wouldn't be happy until she had her own little place that had the same feel as her aunts"*. So after a while, working from a purpose built area of her own home, demand began to soar and she opened *Vintage Rocks* in August 2009 with a very simple mission *"I wanted to be able to own a place where I could make women feel sexy, and somewhere that they would come for an experience"*

And it's clear from accounts taken from her clients that this is exactly what *Vintage Rocks* has achieved. Their website and facebook pages are festooned with positive comments from a bevy of beautiful and very happy ladies sporting incredibly glamorous styles; and even a few guys. I asked Clare for a word on her clients and with the broadest, warmest smile Clare explained *"My clients are so sweet. Friends, almost like family. When they come here I want them to feel so*





welcome and even if they are just stopping by for a chat I get so excited to see them"

This is, in no ordinary Hair Salon. The word "Parlour" from the French word *parloir*, from *parler* ('to speak'), denotes an "audience chamber". It was often a formal room used only on Sundays or special occasions, and closed during the week. The parlour contained a family's best furniture and works of art and other display items. And when you walk in here it feels like a special occasion. You are whisked back to an era of screen sirens, of old Hollywood glamour and of leading-man charm. And this is no fashion statement, nor a cynical attempt to cash in on a niche market or hang on the coattails of an emerging trend. Clare and her staff at Vintage Rocks live and breathe vintage style and rock and roll attitude. "I'm here and I'm loving it" she exclaims proudly. "Every time I walk into this place I smile, it's got a sweet vibe"

So for anyone in the market for classic vintage & retro hairdressing with a

You can find out more from the website www.vintagerocksparlour.com and you can come and say hi on facebook and Myspace too.

Photography: www.jessicawebberphotography.com
Makeup: www.paulafraser.com

sexy, rocking twist, whether you're first time or returning client Clare and her team wants to welcome you with a smile. Specialising in colouring, cutting and creative styling from beautiful natural highlights to glamorous Hollywood pin curls, each hair service combines both glamour and decadence. And for the gents too... offering men's cutting and styling with a Rock'n Roll flair.

And don't worry about distance, because Vintage Rocks plan to bring their Parlour to your neighbourhood and have fun doing it along the way. Clare prides herself in getting out and about and working with artists, photographers such as **Jessica Weber** and make up artists such as **Paula Fraser**. Vintage Rocks has brought mini parlours to such diverse locations as Hells Angels rallies, burlesque shows independent trade markets, bluegrass festivals and gala balls. So keep an eye out, you might just see the Vintage Rocks Crew somewhere along the way.

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