



# ARR OJO

NICK ARROJO



belvedere®

# THE ARROJO STYLING CHAIR

BY **belvedere**

Chrome armrests and an upholstered seat with stitching detail are what make the Arrojo Styling Chair so uniquely extraordinary. Clean, straightforward lines are accentuated by the rich detail in this chair.

Simple in design, but highly functional in every area of client satisfaction, the Arrojo Styling Chair is a salon masterpiece. Urethane armrest pads add comfort and durability. Elegant in stature, this chair will look stunning in any salon décor.



Arrojo Signature Optional

**“***I wanted the design to be simple, because simple design is timeless. That’s how our salon is designed —*

**SIMPLE, MODERN, ELEGENT.**

*Obviously the chair had to meet my performance expectations as well, so the most important elements were form and function.”*



— NICK ARROJO



## WHY PARTNER WITH BELVEDERE?

Simple really. Belvedere has great heritage in the industry, is synonymous with quality hairdressing products, and has been an innovative business leader for many years. I knew I was partnering with a top-notch company and I'm delighted that we can work together on this fantastic new chair.

## WHAT WAS YOUR INSPIRATION?

The hairdressing chair is one of the most important elements of hairdressing and it's an incredible opportunity to custom-design a chair that suits our aesthetic, fits perfectly with our salon space and that goes well with my personal style.

## WHAT THINGS WERE YOU UNWILLING TO COMPROMISE ON?

"The chair had to be comfortable for the client to sit in, and comfortable for the stylist to work with. Some chairs are improperly designed and as stylists we end up banging our knees and legs, which is obviously not very helpful to our work! I also wanted to make sure that there weren't any parts of the chair that cords (from styling tools) could get stuck on or trapped around."

— NICK ARROJO

**Nick Arrojo has been aligned with the beauty industry's giants since day one. He has worked as a stylist for Vidal Sassoon, Wella International, and Bumble & Bumble salons before starting his own salon, Arrojo Studio, in 2001.**

**With over 20 years on the salon floor, a razor sharp portfolio and definitive exposure in print and on television, Nick chose to partner with Belvedere on his latest project, the Nick Arrojo Styling Chair.**



# ARROJO ACADEMY

Arrojo is a brand on the move. Nick Arrojo's goal is to deliver excellence in every aspect of the hairdressing industry. To fulfill this vision he has created a 13,000 sq. ft. flagship space dedicated to superior salon services and retail brilliance.

But at its core, the expansion is to build upon the continued success and development of Arrojo Education. This is a state-of-the-art facility to provide advanced, inspirational, and career-shaping hairdressing education to licensed professionals and cosmetology students alike.

Facilities that provide the perfect place for students to flourish is another key part of the Arrojo philosophy. The custom-built Academy is a stunning, highly inspirational site that reflects the Arrojo brand image: clean and contemporary lines that blend fuss-free minimal elegance and functionality.

The Arrojo Academy is, in every sense, designed to create masters of the hairdressing craft.

For information on the academy visit [www.arrojoeducation.com](http://www.arrojoeducation.com)

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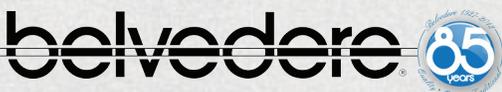
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