



## dk. envy

### IMAGE VISUALISTS

salon and spa  
medical esthetics

Darlene Kelsey is the type of woman that if you came to her door asking to use the phone, she would most likely offer you a cup of coffee, a snack, and whatever else she could. I was told before we met that she was bubbly, energetic and exceptionally friendly, but I had no idea I would leave with the feeling I had acquired a new good friend. Darlene is the owner and one of the master stylists of dk. envy salon and is genuinely in love with what she does for a living. It's impressive to see Darlene and her staff interact, having a great time while they work and treating each other with so much respect. It's the little touches like this that make dk. envy such a warm and exciting salon to visit.

September 3rd marked dk. envy's three year anniversary and they have already established themselves as one of the top five salons in Canada for new talent, awarded by L'Oreal Professional. The team of women were also awarded first in Alberta for Best New Group in 2007. The salon houses an extremely talented team of stylists with experience ranging from new talent to senior. Hair shaping, hair shading, styling and makeup artistry are all offered. Aesthetics and a full range of facial treatments using the Environ product line are also available, focusing on everything from acne problems to deep cleansing. Featured in their makeup artistry is an award winning mineral cosmetics line by Jane Iredale, which is said to be the most technically advanced makeup in the world. Specifically for men, they carry the trendy H/E line with products that range from a mineral bronzer to simple cleansing tools.

The story of dk. envy began when Darlene first dreamt of owning the perfect salon, one that treated everyone who walked

through the door equally, from the staff to the clientele. She felt everyone should be able to experience a glamorous taste of Hollywood no matter who they are. Darlene had worked in other high end salons previous to opening up her own and said these experiences opened her eyes and helped her realize what the industry should really be about. Her goal was to create an environment and experience that was full of life and positive energy that would have clients leaving uplifted and refreshed. "We are basically psychologists with patients in our salon chairs! When you transform someone on the outside, it affects them in the inside." When asked which single thing is most appealing about the hair industry, she easily replied "improving self esteem and then hair comes second."

The team in the salon consists of a close knit group of around ten, six of those being stylists. "The girls here are my best friends, and one of the most important things to me as their boss is treating them well. I make sure that they are paid properly, given the best education and training possible, and that they are put on the same level as myself" Darlene says. Spending time in the salon, you get the sense that both the women and their clients really love being there. This is particularly evident when looking through the scrapbooks that sit at the front of the salon for clients to view. There are pictures of trips to Las Vegas, fashion shows and hair competitions. It is obvious that Darlene truly values these friendships with her staff, having hand selected each of them for their professional skills and individual personalities. "I don't like the spotlight, I want my girls to have the attention and expose them to things they wouldn't normally try, like entering



competitions for example. I also like to play as much as I work."

The concept of dk. envy has stayed true to Darlene's original vision, building gradually over the past three years. "We offer everything from hair and makeup to deep cleansing and anti-ageing skin care, to clothing!" For now Darlene wants to focus all of the growth within her salon, providing clients with the best quality service and results they absolutely love. Her passion for making dk. envy the top salon in Calgary and surpassing her client's expectations every time they come in seems endless. "My biggest goal is to keep people happy and have that transfer into their quality of life...and also run a kick-ass salon!" One look around this wonderful salon shows she is well on her way.

## DARLENE KELSEY

Darlene grew up surrounded by the salon lifestyle as her mother was a hair stylist. Impressed by what she saw, she decided this was the path she also wanted to take. After graduating from Delmar Hair College in Calgary, Darlene worked at some of the most reputable salons in the city as a master stylist, master colorist and also a makeup artist. She developed a collapsed wrist injury along the way and was forced to start working from home, still retaining 95% of her clients. Doctors told Darlene she wouldn't be able to work in the industry again because of her advancing wrist problem, but rather than giving up she searched for a doctor that would help her. Owning a salon was her passion and she was not about to give up without a fight. Upon finding the right specialist and regaining full use of her wrist, Darlene was able to become the image and hair styling specialist she had thought might not be possible. Overcoming her injury was a turning point where she realized this was what she wanted to do for the rest of her life, and how much of an impact she could have on other people's personal image and self esteem using her skills.

dk.envy

#12 MIDLAKE BLVD S.E. CALGARY, ALBERTA

PHONE: 403.532.0078

WEB: [www.dkenvy.com](http://www.dkenvy.com)

