

# On the Cutting Edge

PHOTOGRAPHS BY  
JON CANCELINO

Pascal Pour Elle provides top-of-the-line salon and spa services to the North Shore community. Priding his business on innovation and education, owner Pascal Ibgui promises the best beauty pampering for his customers.

Pascal Pour Elle is more than a place to get your hair cut and colored—it's also a place to meet friends, sip a hot espresso, and take advantage of the large variety of services offered by the salon and spa. From relaxing hot stone massages to sea salt pedicures, Pascal Pour Elle provides a solace for the busy women of the North Shore at both their Glencoe and Glenview locations.

Growing up in Paris, a young Pascal Ibgui was first exposed to the world of fashion and beauty, and he knew it would be his calling. "Even at a very young age, I was driven by the desire to create new techniques and styles, which fit well with the high-end Paris fashion world," Pascal remembers.

At the age of 21, Pascal accepted a job at a salon in Chicago. Five years later, after building a large client following that drew from the North Shore, he opened his own salon in Winnetka. "I had a vision about what a beauty salon could be, how staff should be trained, how clients should be treated, and how techniques should be applied," he says.

Pascal also recognized early on the growing need for a one-stop shop for both salon and spa services as well as beauty products. This would make life more convenient for his clients while keeping them in one place—under his roof.

After 15 years in Winnetka, Pascal Pour Elle established a new home in Glencoe in 2001, and added a salon and spa combination in The Glen three years ago. The Glencoe location offers facials, massages, waxing, hair coloring and cuts, manicures and pedicures, as well as makeup application. There is also a small boutique on the second floor which sells high-end purses and accessories. Due to the tremendous success of his coloring department in Glencoe, Pascal expanded his hair color center adjacent to the Glencoe salon, adding 2,000 square feet and making it the largest coloring facility in the North Shore. It features state-of-the-art scalp and hair treatments, tailored to each client's individual needs.

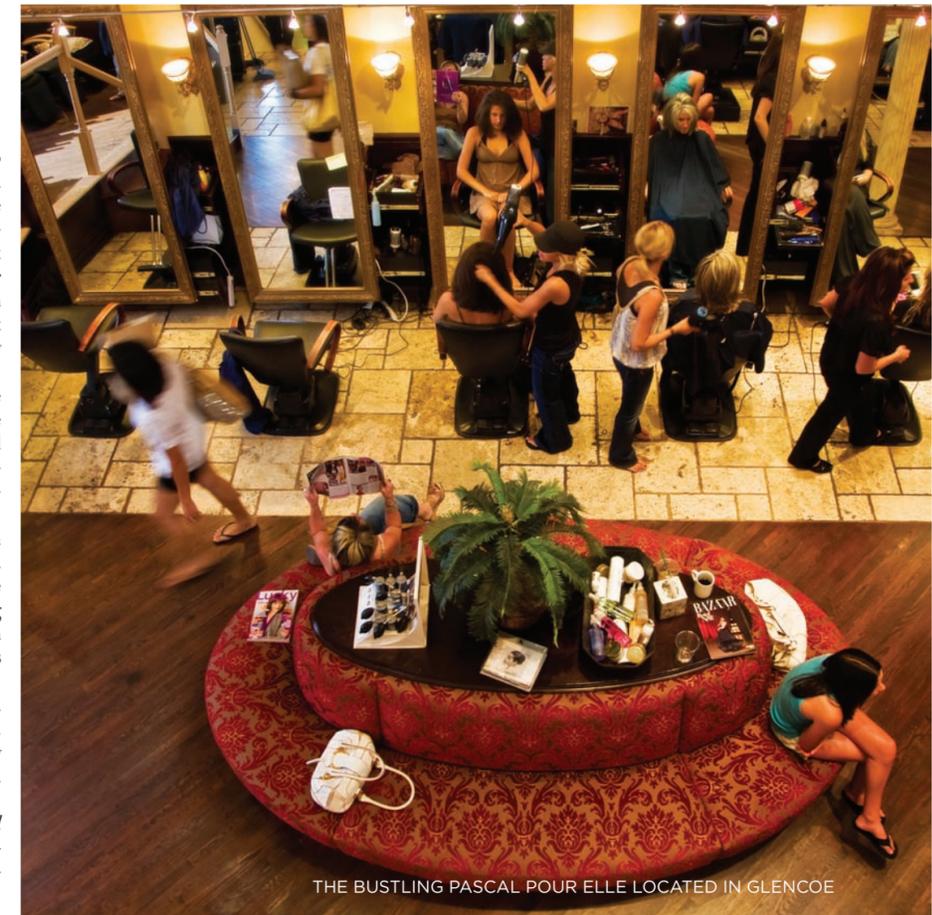
The Glenview location offers the same services but is also connected to Skin Deep Medical Spa, which sits next door. Skin Deep, founded by Dr. Steven Bloch, offers non-invasive cosmetic treatments like microdermabrasion and Botox. Pascal wants to continue expanding his salons and has thought of adding a dietician or maybe a fitness center. "You get your haircut, you get your manicure, you get your facial, and then you have somebody to tell you how to live healthy. We can put all these services together. This is not a mom and pop industry anymore, you have to be innovative to compete," says Pascal.

During the past few years, Pascal has become one of the most successful salon retailers of fine, hard-to-find hair care products in the United States, selling brands like Bumble and bumble, Aveda, Privé, and Kérastase. "If we provide our clients with the right products, they will come back with healthier hair, which is a lot easier to work with," he says.

Plus, Pascal's staff is very well educated, something on which he prides his salon and sees as an integral part of his success. Each stylist is handpicked from beauty schools around the region and goes through a one-to-two-year intensive training program. In order to keep his staff as up-to-date as possible on new techniques and products, he sends them to conferences across the country to build on their strengths.

Pascal loves the salon industry because it's always changing. "It keeps me young," he says with a smile. "Success is achieved over a lifetime. I have a lot yet to accomplish in the beauty world. We're making people feel good about themselves. What could be better!"

To make an appointment at 368 Park Avenue, Glencoe, call 847-501-3100, or at 1992 Tower Drive, Glenview, call 847-901-0900. You can also get more information by visiting [www.pascalpourelle.com](http://www.pascalpourelle.com). — EVANGELINE POLITIS □



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