



## **PRESS RELEASE**

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### **New Salon Brings ‘Creative and Edgy Vibe’ to City Center**

CUMMING, Ga. – April Richards will be bringing a salon with a creative edge to the Cumming City Center. She recently signed a lease to relocate Salon AF & Beauty Co., currently located in downtown Cumming on Pirkle Ferry Road, to the City Center.

“We’re currently in an adorable white house with a fun teal door. We have been open for nearly three years now,” said April, who has been a cosmetologist for seven years, specializing in all hair color (but loves reds/coppers and vivids), hair extensions and lash extensions. “We are relocating the salon because we have outgrown our little space, and we wanted to stay relatively close in distance to our current location. We also wanted a space that is going to suit our creative and edgy vibe.”

Fun fact: The “AF” in the salon’s name stands for the owner’s name, April Fern. “Fern is an old family name that has been passed down on my mother’s side of the family. I didn’t want to lose the importance of my family name when I merged from being a solo stylist at ‘Hair by April Fern’ to a new salon name. That is how Salon AF came into existence, though many think the AF means something else,” she joked.

She added Salon AF has a vibe that people need to experience for themselves. “The décor is bright and fun with a slight grunge feel to it. The atmosphere is upbeat and the music is great – sometimes our clients even get a little dance and karaoke show!

“But the vibe wouldn’t be what it is without the amazing stylists we have at Salon AF! It’s the place where friendliness and warmth meet talent, expertise and flair. We literally have somebody for everyone – from lived-in colors, bright vivid colors, pixie cut specialists, lash gurus, spray tan babes, and our list of services is growing to accommodate many more fun upcoming appointments with our clients.”

Some of the other services provided at Salon AF & Beauty Co. include custom hair coloring, smoothing treatments, lash lift and tints, brow lamination and tints, and special occasion hair and makeup.

April, a Florida transplant, married Forsyth County native Lance Richards.

“We decided to move here about six years ago and we love it here,” she said. “We have three amazing kids who have truly inspired me through every step of this journey, but I couldn’t have done any of it

without my husband. He is my best friend, my rock, shoulder to lean on, cry on, pick up the pieces, charge forward, and most importantly, he is my handyman!”

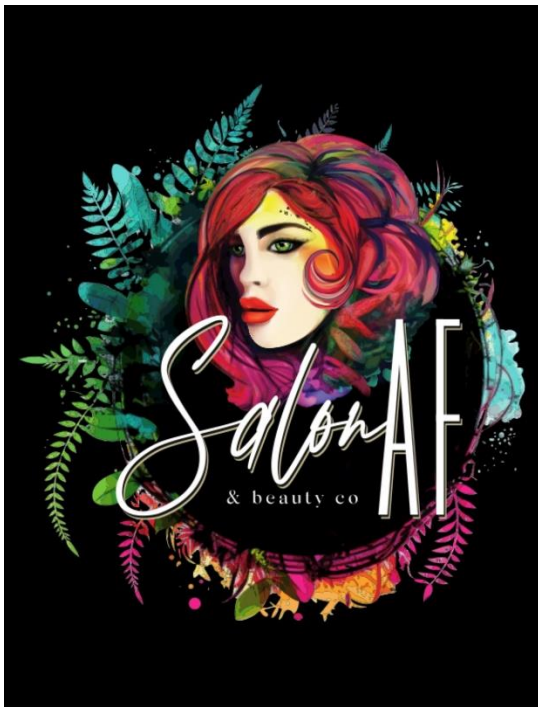
April said she and her team can’t wait to make the transition into the new space at the Cumming City Center.

“We are very excited to be a part of this community of other self-driven business owners,” she said. “We have been welcomed with open arms by the businesses we have met so far and are so thankful for the support we’ve been shown.

“We can’t wait to open at the Cumming City Center and we invite everyone from all walks of life to come vibe with us!”

Salon AF & Beauty Co. is currently open Monday-Saturday by appointment only. Learn more at [www.salonafandbeautyco.com](http://www.salonafandbeautyco.com), Facebook.com/salonafandbeautyco, and @salonaf.and.beautyco on Instagram.

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The Salon AF & Beauty Co. logo, and April and Lance Richards at April’s lease signing.