



## Salon chain to enter Delaware market

Fantastic Sams to open three franchises in Wilmington

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A Wilmington entrepreneur has signed a development deal to open three Fantastic Sams salons in the Wilmington area over the next few years after a study showed that the city fits the **business'** demographic profile.

The 1,350-unit **company** has no locations in Delaware. Fantastic Sam's is a full service salon for men, women and children.

Daryl Smith will open the first salon this fall.

Originally, Fantastic Sams was divided into regions that were sold to master developers and the developer for this area never built up Delaware.

Recently **corporate** bought back the region that includes Delaware, southern New Jersey and Philadelphia. Fantastic Sams is based in Massachusetts.

"We're not just haircuts," said Bob Loffredo, the regional director for the Northeast. "We do chemicals, coloring, straightening, and foiling."

He said most of the company's business comes from women.

The location of the salon depends on where the franchisee lives.

"Smith lives in Wilmington and is giving us areas where he is thinking about putting the salon," Loffredo said. "People don't want to be **driving** too far to get to their business."

Hair cuts cost between \$15 and \$20 and come with a free shampoo.

Loffredo said that he hopes to open 10 more salons in the area this year.