



“It was so scary when we were told at the end of March in 2020 that we had to close.

The other stylists and I all have families to support and bills to pay and we just didn't know what to expect. We originally thought it would be a two-week shut down and it ended up turning into a two-month shut down.

Luckily, we were greatly supported by all of our clients.

The weekend we were told to close we started getting tons of text messages from our clients asking if they could buy a gift card or asking what they could do to support us while we were closed. So we set up a system where clients could buy gift cards for future appointments.

We also started a service where clients could place an order for whatever professional hair products they needed, and we would pack them up and deliver them to their doorstep or they could pick them up.

And having our clients do both of those was huge. We weren't expecting that kind of support, but it was so helpful in keeping us afloat until unemployment and other programs kicked in.

When we were allowed to re-open in May, I had over 100 clients of just my own to contact to reschedule their appointments. And it got to the point in rescheduling where the first appointment I would have available for someone would be three or four weeks out, but everybody understood.

Then when it was time for their appointment, people were just so excited to finally get their hair done. But you could also tell that it was really emotional for them because a lot of people had been having a hard time. Whether they were working in the hospitals in the thick of it, or just dealing with all the things we went through during that time, they were finally able to take some time and do something for themselves. It was emotionally tolling for me, but also very special to be a part of that.

This year has been a very heavy year for all of us and I really think one of the things that everybody has learned this year is that self-care, no matter what form it is, needs to be prioritized. And getting your hair done is one of the ways to give yourself self-care.

And for me, it has been so rewarding to be able to help people feel like themselves again.”

- Molly Norton, studio manager and stylist at The Mailroom Studio