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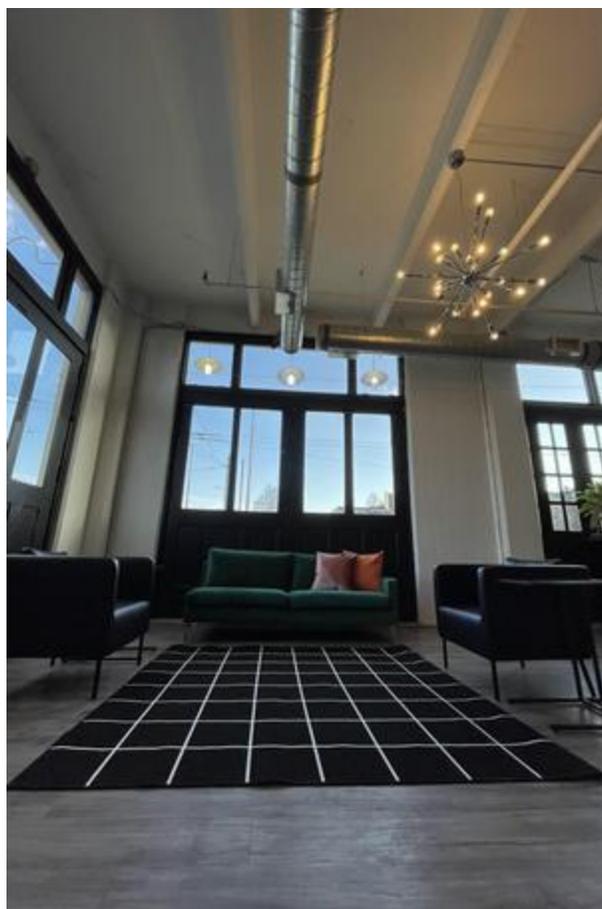
New salon coming to downtown Dayton

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A pair of local hair stylists are starting a new venture, opening their first salon in a downtown Dayton building that is brimming with new businesses.

Onyx & Ash Salon, co-owned by Daytonians Kelby Coil and Erin Livingston, will launch at the beginning of March at 45 S. St. Clair St. at the St. Clair Lofts. The owners met a couple years ago and decided to go into business on their own after working at other salons.

The more than 3,000-square-foot space will have six fixed stations for hair stylists as well as three private rooms available for rent. These rooms will vary in size, and will be available to providers such as massage therapists, lash technicians, estheticians and others. Services provided will include hair extensions and coloring, lash extensions, skincare services, waxing and more.



COURTESY OF ONYX & ASH

A new salon called Onyx & Ash is opening in downtown Dayton.

Onyx & Ash will employ six stylists and three independent service providers to start, with the potential for more employees as the business grows. Each employee will be an independent contractor, providing greater flexibility and independence for staff. Employees also will be offered the chance to earn commission in addition to booth sales.

"We wanted a place where stylists are encouraged to be their own individual entity where they can attract the clients they want and do the services they want," Coil said. "Having both rental booths and commission is something I don't think you find in a lot of salons that have more restraint on what you can do."

Onyx & Ash also aims to be a communal space where employees can be supported as they grow their business. This will include educational events where stylists from Onyx & Ash and other salons in the area can learn from one another.

"We hope that we can have other stylists from the area host classes and bring continuing education to the stylists in Dayton and the surrounding area," Coil said, adding they also want to participate in downtown events such as First Fridays and Small Business Saturdays. "We want to draw more people downtown and connect them with other stylists."

Livingston agreed, saying downtown Dayton is an ideal location to grow their business and support the community.

"Dayton is growing so quickly, so it's really exciting to be part of that growth, especially with all the new businesses opening downtown," she said.

When it opens, Onyx & Ash will join two other new businesses at St. Clair Lofts. EmBARK Dayton Dog Supply, downtown's first dog boutique, is set to open Jan. 29; and Sole Touchers, a new and used shoe retailer, will hold a soft opening Feb. 11.

Danielle Kuehnle of Oberer Realty Services, which manages St. Clair Lofts, said the property is able to attract tenants due to its highly trafficked and visible location, parking availability and built-in customer base of 108 residential units. Beyond the lofts, downtown Dayton has been booming with new housing in recent years, generating even more foot traffic.

"The market continues to demand and support even more residential growth, which is great for the core," Kuehnle said. "With

an established residential base, the market has supported more retail and customer service oriented tenants. With each success, there is more opportunity for growth and sustainability."

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