

A cut above

HAIRDRESSING SUPERSTAR FRÉDÉRIC FEKKAI COMES TO DALLAS WITH AN AIRY SECOND-FLOOR SALON IN HIGHLAND PARK VILLAGE

BY BRITTANY EDWARDS | PHOTOGRAPHY BY SAM GRANADO



Never mind that he detests fried food, favors the beach or mountains when not home in New York, and probably couldn't name a single Cowboy, much less a Maverick. When it came time to open his first salon in Texas, celeb hairstylist Frédéric Fekkai chose Dallas.

"I'm very fond of Dallas," says the darkly handsome 48-year-old, leaning over the Saarinen dining table turned desk in his corporate office in SoHo. "It's the opposite of what was originally told to me. The women are so pretty and plugged into fashion, beauty and lifestyle. The city really resonates with my brand."

Fekkai's love affair with Dallas took root nearly 10 years ago when Neiman Marcus began inviting him here to help educate shoppers about his namesake product line, launched in 1995. (The 60-plus piece hair-care collection, together with Fekkai salons, is expected to rake in \$100 million this year.)

And Dallas fell in love right back. Over the years, Fekkai's devoted Texas fans have flown to LA, Palm Beach or New York (his 10,000-square-foot Fifth Avenue flagship sits on the fourth floor of Henri Bendel) for one of his cleaned-lined, sexy, wash-and-wear cuts.

Last month, he made things considerably easier — opening a full-service salon in Highland Park Village, which he calls one of his favorite places in Dallas.

"It has a great charm; it's a little bit like a European village," says

Fekkai, who grew up in Aix-en-Provence and Paris before moving to New York to start his career in 1979. "And we'll be in great company with Hermès, Chanel, Tory Burch ... down the street."

Just shy of 2,500 square feet, the second-story salon feels spacious and chic with dark wood floors, chocolate leather lounge chairs and walls painted Fekkai's signature lavender-tinged blue and cream. Original crank-out windows offer leafy views of the center's tiled Spanish rooftops.

Brian Keller, fresh from Palm Beach, serves as creative director, heading a team of Fekkai vets and a few handpicked locals. Fekkai himself will make occasional visits, including one tentatively scheduled late this month. (Call the salon to confirm and be prepared to pay \$750 for a Fekkai original. Cuts with other stylists start at \$125.)

It's a gratifying time for Fekkai professionally. Clients such as Brooke Shields, Liv Tyler and Salma Hayek dot his appointment books, and his brand's in expansion mode (next up: salons in Greenwich, Conn., and New York's Mark Hotel). Personally, too. In May 2006, he married Shirin von Wufflen, a former PR director at Yves Saint Laurent who now holds that post at Tom Ford. The wedding at her family's 17th-century manor in Germany was covered in *Town & Country* and *Vogue*.

But ask Fekkai what inspires him most, and he'll tell you, quite simply, bringing out a woman's beauty. In the salon's reception area is a huge Peter Lindbergh photograph printed with Fekkai's words: "When I run my hands through a woman's hair, I feel who she can be."

Frédéric Fekkai Dallas
47 Highland Park Village, Ste 207
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LISTED

HOBBIES: "Flying helicopters and playing soccer every Saturday in upstate New York, where I have a house"

WANTED TO BE AS A CHILD: "I always thought I wanted to be a sculptor. I still think about it, actually."

CLOSET YOU'D LIKE TO RAID: George Clooney's — "Even though I'm not a huge Armani fan, I always like the way he looks."

GUILTY PLEASURE: "I'm a sucker for chocolate. My favorite is by La Maison du Chocolat."

WARDROBE ESSENTIALS: Charvet shirts and ties, jeans from New York City's Jean Shop.

VACATION GETAWAY: St. Bart's and Aspen

SIGNATURE ACCESSORY: An IWC Portuguese-face watch.

CAN'T LIVE WITHOUT: "My 13-year old son, Alexander."

CURRENTLY READING: *The Future of Freedom: Illiberal Democracy at Home and Abroad* by Fareed Zakaria, and *God Is Not Great: How Religion Poisons Everything* by Christopher Hitchens

IN THE GARAGE: A Mercedes S550, Range Rover and a classic 1971 Mercedes 280SE

DREAM CAR: A dark-green Aston Martin

FAVORITE BAND: "U2. I love anything by Bono"

COCKTAIL: Vodka tonic with lemon

JUNK FOOD: Popcorn — "no butter, with salt."

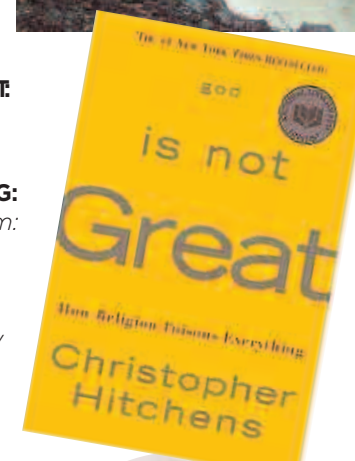
BEST HAIR, MALE: George Clooney

BEST HAIR, FEMALE: "It's a tie between Angelina Jolie and Reese Witherspoon. I love her bangs right now."

BEST SPLURGE: "To travel by private jet. When you travel a lot, you understand the luxury."

FAVORITE DESIGNER: Tom Ford

PETS: "A black lab named Tess and Welsh springer spaniel named Lilly"



Frédéric Fekkai and his wife, Shirin von Wufflen, with Lilly