

Press Release

Date:

The Nail Yard: Nailing a new era in nail care

The Nail Yard is not your usual nail bar. Uber chic with an industrial finish, this is a new era of 'Yards' which is the first to be set up in Morningside, Edinburgh. However, plans are already being plotted to expand across Scotland.

The concept of The Nail Yard is to provide each client with a unique, luxurious experience which is respectful to the wellbeing of the individual as well as the environment. They will strive to use the least amount of chemicals and highest amount of natural ingredients per treatment, you even get a welcome juice shot on arrival made from freshly blended high vitamin fruits and herbs known for their ability to strengthen nails.

Set up by cousins Kirsty Maccormick and Sandra Macleod - The Nail Yard is very much a family affair brought about by a shared passion for the industry and working together as entrepreneurial women with a shared belief in the concept of building a business that employs locally, grows organically and achieves the highest industry standards.

Kirsty has a career spanning 26 years in the spa/wellness and beauty industry with positions from therapist to spa director, regional director and finally corporate director of a large hotel group. She opened the Mandarin Oriental in Tokyo and Beijing and also worked as a Director of Operations for one of the biggest spa consultancies in Asia where she was involved in the development and opening of 30+ spas throughout the globe. She has also till recently been Director of Global spa development for natural skincare brand Elemental Herbology. Following 8 years of working within the international spa circuit, Kirsty returned to her hometown of Edinburgh and for the past 12 months has been developing The Nail Yard with Sandra.

Kirsty Maccormick said 'I have worked with some all of the most successful global spa groups, and will now use that experience to develop The Nail Yard concept. Our products and techniques are the most natural and advanced providing a therapy for each client. We are extremely excited to be the first nail boutique in Scotland to stock Kure Bazaar. This is the first nail lacquer of the next generation to combine the ethics of eco-natural formula with vibrant colours of fashion. Their formulas are up to 85% natural origin based on wood pulp, wheat, cotton, potatoes and corn.

'We shall also be the first salon in Scotland to offer Margaret Dabbs manicures and pedicures. Margaret Dabbs is passionate about feet, a fully trained Podiatrist who set up a series of Foot Clinics starting in 1998, and pioneered the now renowned "Medical Pedicure". She created a range of foot products to fuse both the health and beauty of the feet after feeling let down by products that were either treatment remedies which were unpleasant to use, or beauty products for feet which were ineffective on a treatment'.

The Nail Yard will officially open its doors on the 7th April

Website : www.thenailyard.com

Ends

For further information and if you would like to review The Nail Yard for your publication, website, blog then please contact Viki Mendelsohn, Big Blue PR viki@bigbluepr.co.uk or call 07980744048

Editors Notes:

Kirsty Maccormick – Founder and CEO

Kirsty has a career spanning 26 years in the spa/wellness and beauty industry with positions from therapist to spa director, regional director and finally corporate director of a large hotel group. She opened the Mandarin Oriental in Tokyo and Beijing and also worked as a Director of Operations for one of the biggest spa consultancies in Asia where she was involved in the development and opening of 30+ spas throughout the globe. She has also till recently been Director of Global spa development for natural skincare brand Elemental Herbology.

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Sandra Macleod – Partner and MD

Sandra grew up in London and since graduating with a Business Studies degree 14 years ago has worked in property and trading in London. Sandra has been interested in the Spa and Wellness industry for many years so it's great to combine her business skills with her passion for the industry.

Kirsty and Sandra are both owners of The Nail Yard but are also first cousins they are very excited about creating an exciting new brand as a family business.

Vision

The Nail Yard was created with one thing in mind..... purity and wellness without compromise. Where glamour and luxury co-exist within an eco-friendly and organic lifestyle.

Following a great deal of market research Kirsty discovered there was an opportunity in the current beauty market to develop a beauty service brand which is highly professional, value for money but which focuses on the wellbeing of the client as well as the environment.

The interior will be edgy and industrial with natural materials and finishes and will offer an open plan environment to encourage interaction and engagement. Ipad's will be uploaded with magazines and newspapers and a welcome vitamin shot will be administered on arrival!