

Retail Spotlight: Hair Options in Hoover, AL

Lorraine McDonald has been in the wig business for six years and in June 2006 opened her own store HAIR OPTIONS in Hoover, AL.

Who are your customers and what types of wigs are they buying?

50% of my clientele are cancer patients and women afflicted with alopecia. 30% are professional career women, with an age range of 40-58, they are real estate agents, nurses and lawyers. 10% are women who are suffering from hair thinning and the last 10% are women who want something fun to wear or for a special occasion such as a vacation. Popular styles these women are buying are FIONA, GRACE, (especially for older women) FRENCHY, RYAN, and PIXIE.

What are younger shoppers buying?

Younger clients like the smoother straight styles; styles that don't have too much bulk to them, like DESTINY. Razor cuts in different lengths are also popular.

What's next for your store?

I would like to set up a web site for the

store in the future. I would also like to start a get together once a month for all my customers suffering from alopecia and cancer so they can talk, support each other, and share stories.

What is the key to your success?

Personal service! I wanted to give my clients service that they were not getting elsewhere. They also don't have to deal with pushy salespeople and unreasonable prices. I think one of the most positive things about this store is that people know we really care, we are not here just to make a sale.

What type of promotions are you running for the holidays?

At the end of November and all of December I am having an open house here at the store. I have all the holiday decorations up and serve flavored coffees and truffles and everyone can come relax and chat. I am also sending special holiday letters to my regular customers

with coupons offers and a chance to win a beautiful wig case filled with accessories. On December 2nd we are having our December Gala, at that time I have small totes to be given away and inside their will be random coupons for items such as: a free shampoo, 20% off a purchase or even a free wig.



Above: Lorraine McDonald, right: KT on display at Hair Options.