

For Immediate Release

**TOP CINCINNATI HAIRDRESSER
OPENS JIM BROFFT SALON CENTRAL DOWNTOWN**

Historic art deco American Building
is location of luxury corner salon, 30 E. Central
Pkwy @Walnut

The downtown experience
without the congestion of the business district

Salon: (513)421-3300
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Who: Jim Brofft, a hairstylist at Tower Place's Paragon (14 years) and the Saks Fifth Avenue Salon (5 years) in downtown Cincinnati, opens his own salon November 4, 2009.

One of the top producers at both salons, Brofft had a waiting list of clients. His current clients include Opera General Director/CEO Patty Beggs, musician Freekbass (protégé to music legend Bootsy Collins) and Nancy Brinker, Assistant Director of UC DAAP School of Design

A native Cincinnati, Brofft has trained at seminars in Vienna, Prague, London, Montreal, Buenos Aires, Los Angeles, New York, and Chicago. He has done hair for fashion shows, television shows, and independent films.

What: Jim Brofft Salon Central, a 1500-square-foot corner space in the ground floor of the American Building, is a "Mad Men"-style salon decorated with mid century-inspired furniture and a Swarovski crystal chandelier. The color palette is a bold mix of taupe, blue and orange. There are six haircutting stations in the salon.

Services include designer haircuts (starting at \$50), color (starting at \$50), express manicures and facial waxing. Among Brofft's specialties are advanced hair-straightening techniques: The Brazilian keratin complex treatment, which is a protein process that smoothes hair for up to 5 months; and the Japanese Straightening System, a chemical treatment that flattens and smoothes hair for up to 9 months.

Jim Brofft Salon Central is a Paul Mitchell Signature Salon, which uses Paul Mitchell color formulas and offers a range of products by the brand (including the high-end Modern Elixir collection).

Where: The American Building, one of Cincinnati's first skyscrapers, commands the corner Central Parkway at Walnut Street. The 18-story Art Deco landmark was built in 1928 and restored in 2004. The address is 30 E. Central Parkway, Cincinnati, 45202.

When: On Wednesday, November 4, the salon opens at 10 AM. Hours are Monday through Friday, 10 to 6, with evening hours until 8 on Monday and Thursday. Saturday hours are 9 to 5.

Why: "Traveling to the great capitals of the world has simply reinforced my belief in the beauty of our city and my commitment to being part of the exciting renaissance that is taking place in the immediate vicinity of my new salon. I wanted to offer my clients the ease and convenience of accessible and inexpensive parking without the hassle of going into the congested business district," says Brofft, who grew up in Price Hill and now resides in North Avondale. "Since I was a kid I always loved the American Building, and early on noticed the juxtaposition to the ultra-modern

Kroger Building across the way--we would pass it as we headed downtown on Central Parkway, after picking up stock in the West End and in Over the Rhine for my parents' deli." A passion for transforming spaces--Brofft personally renovated his 1930 Tudor-style home--fueled him to turn a former law office into the kind of salon he feels the city needs. "A lot of my clients didn't like the lost time and parking drama of coming into the center of the city. But, like me, they love downtown Cincinnati--the look, the feel, the history. They can now experience that here, in this historic building full of architectural details, and in a vibrant neighborhood that's home to the Art Academy and the Gateway Corridor." Jim Brofft Salon Central is one of the only salons in the area growing with condos, restaurants and boutiques.

Jim Brofft Salon Central is the culmination of Brofft's experience and point of view with hair. Natural-looking hair colors are the rule, and trends are treated gingerly. "Trends should be observed but not followed to the letter," says Brofft. "We are experienced in giving cutting-edge styles but our first priority is to find out what works for an individual's features and lifestyle."