

TRACIE GILES, BEAUCHAMP PLACE

SALON SPY

Liberace-inspired interiors and pink finishing touches give this chic central London salon the wow-factor



Pretty in pink

Specialising in permanent make-up, the salon's glitzy, blush-coloured accents create an ultra-feminine feel

Salon:
Tracie Giles Bespoke Permanent Make-Up Boutique

Location:
Beauchamp Place, London

Salon Size:
1,500 sq ft

Highlights:
Celebrity clients, 3-Dimensional Eyebrows, Semi Permanent Eye Liner, Eyelash Enhancer



Tracie Giles Bespoke Permanent Make-up Boutique combines glamour and state-of-the-art facilities



Located along Beauchamp Place in Knightsbridge London, Tracie Giles Permanent Make-Up Boutique is a real mirror of its surroundings. Beauchamp Place is one of London's most fashionable and distinctive shopping streets. It's home to some of the capital's best known fashion, restaurant and jewellery brands, and the Tracie Giles boutique fits right in. "The ethos and character of this historic street is the inspiration behind the décor," says Tracie. The mixture of candelabras, wooden flooring and five star luxury fittings certainly gives the boutique an indulgent look and feel.

Having been at the location for three years, initially the boutique only occupied the first floor. However, recent growth has allowed for an extension, and the whole four-storey building is now dedicated to permanent make-up. But the journey from one floor to

the whole building, was not all smooth sailing. "As the buildings in the area are so old, it had to be totally gutted and rewired, we actually found earth beneath the carpet down in the basement," explains Tracie.

But Tracie insists the huge project has been worthwhile following the feedback from her clients. "We wanted to create the wow factor, and we have done just that," she says. "The sparkly boutique is very Liberace-inspired, and it's a real treat for our clients."

The boutique doesn't just pride itself on its appearance, but also credits its specialist staff. "We are a celebrity clinic with an international team of technicians who are specialists in their field, and travel to London from all over the world purely to work in our prestigious space," adds Tracie.

It's this high-quality team and chic interior that allows the boutique to really stand out from the crowd, and be known throughout the UK as the pinnacle of excellence for permanent make-up. Adding to its list of services, including permanent make-up and advanced facials, the clinic is opening a state-of-the-art Long Time Liner Training School. So it's exciting times ahead for the glamorous Boutique. **LD**

Tracie Giles Bespoke Permanent Make-Up Boutique, 24 Beauchamp Place, Knightsbridge, London, SW3 1NH
traciegiles.co.uk



"We wanted to create the wow factor, and we have done just that"

TRACIE GILES, FOUNDER



A touch of sparkle

From the mirrored furnishings to the glittery detail, everything about the boutique is eye-catching



Feminine charm

The treatment rooms provide a tranquil retreat for clients



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