

At 36, Salon Still Looks 18

Shane's Salon & Day Spa Has Stayed on Trend and Thrived

By Melissa James

York County Contributor

"I enjoy making people look good and feel good about themselves." This goal has been the driving force for Shane Hogge since founding her business more than 35 years ago. Considering her continued success, Hogge has reason to feel good about herself too—the business has grown from a 400-square-foot space in 1982 to a 3,500-square-foot building today.

Shane's Salon and Day Spa has the distinction as York County's longest-running salon—with the most extensive staff. She wouldn't consider doing business anywhere else. Hogge grew up in York County and married the boy next door, literally.

"He used to pull me in the wagon when I was little and always said he was taking me home," she reminisced of husband Jimmy. After marrying, the Hogges raised their son, James ("Jamie"), in the County. Over the years, Shane's Salon and Day Spa adapted to changing times. The advent of the digital age has allowed the business to stay more organized through software, the clients to explore its breadth of services through its website, and the stylists to book customers directly and remotely through their smartphones.

Even the challenge of operating through the Highway 17 widening project—and going without a curbside sign—was only a temporary setback. Through it all, Hogge maintained her commitment to the County and Chamber of Commerce, on whose board she has served for more than eight years. The salon has won two Small Business of the Year awards from the York County Chamber, and for six consecutive years has won *Coastal Virginia Magazine's* "Best of" in six categories: Women's, Men's, Nails, Massage, Spa and Kids.

Back when the business was exclusively a hair salon—under the name Shane's Hair Waves—Hogge had a vision of expanding into a wider range of services. Five relocations later, after outgrowing each space, her business provides an impressive array of health and beauty treatments: Waxing, Nails, Makeup, Brow/Lash Tinting, Swedish Massage, Therapeutic Massage, Hot Stone Therapy, Reflexology, Permanent Makeup, Body Wraps and Facials.

Its newest addition is Infrared Light Therapy, which penetrates the skin on a deeper level than any other non-invasive treatment on the market. It's especially good for healing, collagen production and stimulating circulation.

"We did the light therapy on an older lady this morning who was having circulation issues, which you could see with the eye," said Hogge. "She said she felt so much better afterward, and it even looked better—the coloring in her skin was different."

Taking her services a step further, Hogge recently expanded into the special-occasions business, after partnering with Alice Martin of Cakealicious. A cake consultation and showroom now adjoin the salon's lobby. Hogge has the resources to pull together an entire event, from small gatherings to weddings.

“We can do birthday parties and princess packages, with cupcakes and goody bags,” said Hogge. “We also have a makeup artist on staff. She does phenomenal work and is great for photoshoots. One time she did Halloween makeup for a wedding where all the guests were in costume!”

Hogge said she believes in a high degree of personal attention, as well hiring the most talented professionals. This, she said, is key to creating a reputation of good value and great customer service. To explore the full range of services at Shane’s Salon and Day Spa or to book your appointment, go to:

www.shanes-salonanddayspa.com/