

Chris and Ashley Maddox

Chris and Ashley Maddox are returning a favor paid them years ago. Through a meticulous apprenticeship program, the couple is training assistants to one day work as stylists on the floor of their hair salon.

The inspiration was their mentors, who taught them their craft during a two-year apprenticeship. After seven years working and teaching in Atlanta, the Maddoxes opened their first salon in Sarasota, Fla. Following a visit to Greenville, the couple chose to relocate four years ago and begin their family.

As in Sarasota, they arrived without a client base. "We're kind of adventurous," says Chris. After trying

a few local salons, the two "go-getters" opened their salon 18 months ago with three hand-picked stylists. Whether traveling with staff to New York or bringing talent in-house, their commitment to higher education is unmatched in Greenville. Their focus is staying current with fashion trends while delivering personalized, high-end service.

Thirteen years after they began, creativity remains the challenge as well as the fun of it. That means designing a distinctive style to suit each individual's look, says Chris, who admits it's the satisfied smile on a client's face that keeps him reaching for excellence.

christopherashleysalon

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TUES. 10AM-8PM, WED. 10AM-4PM,
THURS. 9AM-8PM, FRI. 9AM-5PM,
SAT. 9AM-4PM

HAIR SALON



Photograph by: Stephen Vitosky

behind the counter | 2008

DID YOU KNOW?

Chris Maddox's first job was at TCBY.