

personality

Zahra Rizvi knows her business, right down to her fingertips, literally. The owner of the popular Tips & Toes nail salon, located in Bareeq Al Shatti always believed that “fashion doesn’t end with your clothes, you can extend it up to your nails! Hands are a very important and expressive part of your body, and they express who you are.”

After years of working at some of the country’s top banks, Zahra decided to set up what she had always wanted, a specialised place focusing on nail care and enhancement, in 2008. “Even while studying in the UK, I saw a lot of these nail places; at every mall or even coffee shops, you have nail bar counters. And it struck me that we should do this in Oman,” says Zahra. Using her banking expertise, she did months of research, worked out a business plan, and built up a huge file of menus from nail bars everywhere she travelled to.

Particular about setting and maintaining high standards, Zahra still balances the fine, well manicured line between offering high quality nail treatments and products and also a large variety of them. So at Tips & Toes, you can try out CND (previ-



Business At Her Fingertips

Zahra Rizvi identified a niche that needed to be filled on the local beauty services scene and used her expertise to set up the very successful Tips & Toes nail salon

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Zahra believes in keeping up to date with trends in the nails field from around the world, and brings in the latest treatments to Oman



Tips & Toes features a decor of blue and lavender, which evokes a cool and feminine feel



ously 'Creative'), specially acrylic and gel treatments, and nail brands from OPI, Essie, Zoya and more. Spa treatments, massages for hands, feet and body; waxing, facials, and a

new anti-ageing for hands treatment from Essie are the best bets. "This last new treatment literally gives life to thirsty hands."

But the ultimate treatment you can provide, Zahra strongly believes, is customer service. "Thanks to my banking experience, I really believe in the importance of customer retention, and would go to any lengths to give them good service. If you're good, you make clientele. That's the one key to success."

Current trends for the summer, Zahra says, include funky greens and blues. "A French manicure used to mean the traditional white and nude coatings, but now people try things like pairing red with black or even wilder." Surprisingly, she says, women of all ages love the

brighter, unusual shades apart from conventional reds and pinks, and then, there are even women who get their nails done to go to the beach!

Right now, Minx, a metallic-like polish treatment is hugely popular. "It stays for two to four weeks! And a caller from Dubai even informed me that we're the only one in the whole of the Gulf region apart from Kuwait, to have Minx. We do try to get things which you can't easily find elsewhere, so we women in Oman aren't far behind!"

The new glossy top coat now comes in the form of a second Tips & Toes branch at Muscat City Centre, shortly opening. "It would be more of an express salon than a spa one, as people come to the mall for shopping and won't have two hours to get their nails done," says Zahra. Zahra credits her husband Hilal Al-Saleh with supporting her with all aspects of the business. "He has been by my side all the time, very involved and hands on."

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