

# Success with style: Lori's Day Spa celebrates 30 years

BY CASEY UEBELHOR

Having a handy husband is not required for a professional beautician, but it *sure does help!*

At least, that's what Lori Collins, proprietor of Lori's Day Spa, 206 South Washington, says of her husband, Doug. "We're fortunate," she says of her business, "Doug's been behind me."

"I never in a million years thought I'd be doing hair," tells the beautician, who cut and styled hair in high school. Cutting and styling were natural talents for Lori — the kind that as a young person she didn't fully realize she possessed. Later, as Lori entered college, "my mom tried to get me to do it," she explains.

"I went to Ball State for a year and a half," Lori smiles as she *snip-clicks* her shears, "was there and realized, okay, maybe I *do* want to do hair!"

Life sped forward; beauty college came and went; and Lori "had to hurry up and get something, because we were moving to Terre Haute so Doug could finish college." For three years, she worked in a Terre Haute salon. After Doug's graduation the couple moved home to Spencer County. (Although Lori is from northern Indiana, Doug is from Rockport. He is Guidance Counselor at Southridge Middle School.)

The sale of some property gave Lori an opportunity. "I said I want to take \$2,000 and I want to open up my own shop," she remembers. "I'm gonna give it a year. If I make it, I make it...If I don't, I don't. I tried it. I did it here in Dale."

Lori is now enjoying her shop's fifth location in town. "I told Doug I'm not moving again!" She laughs. She's been in her current location — a stylish grey remodel right off Main Street — since 2000. Her first shop in Dale opened in 1988.

With ceiling and floors of soft-colored wood and walls of muted, cozy green, the Day Spa has a contemporary, almost Scandinavian ambience. Cream colored cabinets, white trim and plenty of windows make for a bright, welcoming space, as light and airy as styling mousse!

Relaxing and

friendly as the space is for customers, some *serious* work gets done there. Appointments begin in the early morning and frequently last well into sunset hours. And beauticians work on the weekend! Lori does *everything* from bridal and prom parties, gentlemen's cuts and barbering, ladies' styles and lots of color. From the sensible and conservative to the most contemporary and wild, Lori knows her cuts. She and her employees attend at least one hair show a year, two if she can do it.

Long-time employees Emily Hanner and Claire Boyd (the Collins' daughter) are friendly and professional, reports Lori. Boyd also

works for Sexy Hair product line, traveling, demonstrating, instructing. "She definitely knows her stuff," says Lori of her daughter.

Interested in making an appointment? Call Lori's Day Spa at 812-937-2525 to inquire. The beauticians try to accommodate walk-ins, but be warned! The minutes are packed at this incredibly popular salon.

"I have been very, very, very fortunate," smiles Lori warmly. "The community has been really, really good to me." Later, she chooses one word to describe customers in Dale. "Loyal." She nods of her community. "Loyalty."



Lori's Day Spa, 206 South Washington, has a welcoming, home-like facade.

Local client, Landen Minto (seated), enjoys sliding his fingers through beautician Lori Collins' handiwork. Collins (pictured) will do a huge number of back-to-school cuts throughout the months of August and September. "It's busy all the time!" Lori tells of her beloved Dale salon.

— Photos by Casey Uebelhor



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