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| ****URBAN ESCAPE MAKES HISTORY AND WINS BIG!**** It’s no secret that us hairdressers love to shatter expectations and shake things up… and this was certainly the case for AHC Salon Select member URBAN ESCAPE Salon at the 2014 Telstra Australian Business Awards on Thursday evening! The Victorian salon took out the Micro Business Award for 2014, going down in history as the first hair salon to win a National Business Award in the ceremony’s 22-year history. Establishing URBAN ESCAPE with the clear aim of being a leader in the world of holistically focused high-end hair, this win is an absolute dream come true for director Craig Withers. http://gallery.mailchimp.com/0ae382a2750cc5c855bc7e798/images/d25c4b99-eac9-472f-bab6-5d833d39554f.jpg“I wanted to create a business which allows our customers to escape the mayhem of urban life while caring for the environment and the world we share,” Craig says.“From the moment you walk into URBAN ESCAPE the sensory journey begins with sustainable building materials, naturally derived and organic ingredients and value add experiences including a complimentary welcome massage and hand relief ritual."  “[I run] an experience, not just a business, where the superstar is the person in the chair and not the one behind it.” This award joins a bevy of other accolades already crowding the URBAN ESCAPE Trophy Cabinet, and certainly won’t be the last. Massive congratulations to Craig and the entire URBAN ESCAPE team for their history-making win!  |

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