

THE

SUMMIT

SOCIAL

NOV/DEC 2018





In light of our third issue, we collaborated on a holiday inspired editorial featuring local talent in Saskatoon. The editorial community in Western Canada is actually quite small, so we were eager to connect artists with artists and create something festive!

Our first ever editorial was a huge success – shout out to the following for making it happen:

Photos

Nicole Romanoff @nicoleromanoffphoto

Hair

Lorelle Perrin @lorelleperrin

Makeup

Holly Decker @hollydeckermakeupartistry

Wardrobe

Chelsey Gruza @cgruza

Models / Agency

Amanda @mandaaaa.panda
Masala Talent @masalamodeltalent
Ryker @rykertoffan
Edge Agency @edge_agency

Editorial Location

The James Hotel @thejameshotel

Wanna be on set with The Summit Social?

Tag @thesummitsocial and have a little fun with us!

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Q&A

with NICOLE ROMANOFF

What better way to get an inside look into Saskatoon, than through the eyes of a photographer. We were lucky to have Nicole Romanoff photograph the girls from The Shop and partake in our very first editorial, which was shot at the gorgeous James Hotel. Get to know Nicole and her fave spots from her hometown - Saskatoon.

Favourite places to shoot in Saskatoon?
There are a few little spots in Saskatoon that are my go-to's! I love the look of a downtown rooftop, and I'm still searching for the perfect one. So to give the look of a rooftop, I use a multi-level parking garage after hours. I'm also a fan of old brick buildings, and there's a great little area in downtown called the Warehouse District that has a ton of options, specifically I love the Rumley! My new favourite location is an industrial looking building that has the most gorgeous creamy tones on 33rd street.

Favourite local restaurant/coffee shop?
Saskatoon's food scene has really exploded in the last few years! It's been really exciting to watch these cool new places come up and thrive. That being said, I would say my favourite restaurants are Ayden, Una Pizzeria, and The Hollows. As for coffee places, I love Collective Coffee, Drift, and Thrive. All of these places are so beautiful and comfortable and make for the best experience - definitely a must when in Saskatoon!



@nicoleromanoffphoto

As a visual artist, where do you draw your inspiration from?

I feel like my source of inspiration is ever changing. Often it comes from travelling and seeing a new and fresh way of life in terms of architecture, fashion, and use of colour. I recently returned from a trip to Iceland, and found I came home wanting to do a shoot with Scandinavian looking models, with simple hair and makeup and lots of neutral colour. Another source of inspiration for me is location. I often look on AirBnB for cool new locations, and then search vogue.com for wardrobe that would suit.



@collectivecoffee

Do you have any photography tips for stylists taking photos of their clients for the gram?

Look for consistency in lighting. Natural lighting is typically best for Instagram. If possible, avoid combining artificial light with natural light. Reason being, it can create strange shadows and mixing the colour temperatures of the light can make for an unflattering or amateur looking photographs. My second tip would be edit with a consistent look. This includes how the image is composed or cropped, and the effect on the edit. Once you find the aesthetic that you like for your Instagram account, make sure the other images follow suit. A great photo editing app for Instagram is VSCO. They have great filters, and it's simple to use! - X

the SHOP

@theshopstudiosk / @lorelleperrin / @sjperrin



partaking in creative collabs, to impactful work in their community – these powerhouses embody all of the attributes we look to feature. What's more, the two women shared with us their plans to open a new salon in January, and we could not be more excited about the new direction they are headed!

Having begun their entrepreneurial journey as students working out of a house / basement at the ages of 18 and 23, Lorelle and Sarah moved their salon to the heart of downtown Saskatoon in 2014. Lorelle as lead stylist and evo educator, and Sarah managing the esthetics side including: nails, lash extensions, tints and lifts, waxing and makeup. Five extremely hectic, but successful years later, Lorelle & Sarah are scheduled to move their shop this January, accompanied by their close-knit team of 8 beauty providers. This move marks an exciting new direction and identity for the ladies at The Shop, as they have been working hard on a complete rebrand including a salon makeover, name change and impactful work in the community.

One of our favourite things about Lorelle and Sarah is that they are salon owners with an underlying cause that they work to support; both sisters are big on collaborating with local businesses and artists, and are heavily involved in meaningful projects. Having lost a loved one in May of 2015, the Perrin sisters work passionately to spread awareness for mental health, in the hopes that more services will be made available for those in need. They use the hashtag #stigmafighter to start the conversation, and collaborate with a local jewelry designer, Artifact's World, to raise funds for The Neural Health Project and Mental Health Services.

While the two young women are always on the go, offering on-location hair and makeup services for weddings galore, they took the time to fill us in on a day in the life of two young boss-babes from Saskatoon. Read on to find more about the Perrin sisters. - X

WORDS Jenea McMahon

PHOTOS Nicole Romanoff @nicoleromanoffphoto

WARDROBE Chelsey Gruza @cgruza

The hairdressing community fosters creative freedom of expression, collaboration, and allows for strong visual stories to be told. At Summit, the opportunity to work alongside talented creatives gives us energy and feeds our inspiration. Recently, we found inspiration in an evo inspired shoot submitted to us by The Shop Hair and Esthetics Studio, in Saskatoon. The Summit Social is always on the lookout for cool people, doing rad things in the cities across Western Canada, so naturally, this creative collab peaked our interest!

We reached out to the owners of The Shop, Lorelle and Sarah Perrin, to find out more about their editorial submission. We instantly fell in love with their chill, fun loving selves, so The Summit Social ventured over to Saskatoon to get the scoop on all things hair and beauty in "The Paris of the Prairies."

From running their own salon business, to cultivating an inclusive environment for people of all backgrounds, to

Q&A

with **LORELLE PERRIN**

What is at the top of your bucket list?
To meet Matt Bellasai.

How many pairs of shoes do you currently own? 100+.

If you became a multi-millionaire overnight, what would you buy?
RRSPs and let that dough multiply...and probably more shoes.

On a scale of 1-10, with 10 being the highest and 1 being the lowest, rate your driving skills?
I'll go with a 7, I have a serious case of road rage.

What do you find yourself always procrastinating?
Laundry.

Are you a morning person or a night owl?
I am a night owl, but I really try to be a morning person. I am currently unsuccessful at it.

Sweet or savory?
Sweet, but I love sweet and savory mixed.

Lipstick or lip gloss?
Lipstick.

What book have you read again and again?
Everything written by Chelsea Handler!

What would be the title of your autobiography?
I asked my mom to help me with this question and she said "Mean Girls" as a joke. I guess I'll go with that, although I find myself to be quite darling.

Favorite sound?
My dad playing guitar, and I didn't copy Sarah, my answer is far more specific.

Who is your girl crush?
Lady Gaga.

Last photograph you took?
A client's 'after' photo!

Scary film or happy endings?
Scary film! Then a happy one right after so I don't have nightmares, because I am an adolescent.

Hugs or kisses?
Both, because it makes Sarah uncomfortable.



Favorite smell/scent?
Freshly baked bread.

Blondes or Brunettes or Redheads?
Blondes.

Diamonds or pearls? Diamonds.

Go out or Stay in? Hard stay in.

Digital or analog?
Digital, I literally cannot tell time on an analog clock.

What is one piece of advice you would give to a young artist trying to shine today?
Stay educated, charge what you're worth, stick with it and don't let people take advantage of you.

What's your favourite part about coming to work each day?
Starbucks...just kidding. I love socializing all day long and doing hair! However, my favourite part of the day includes listening to Sarah abbreviate things unnecessarily, and Starbucks...

How do you stay motivated and inspired?
Sarah...and Starbucks!

What's one thing you can't live without?
Carmex, and also Starbucks!

Dogs or cats?
Dogs.

“
I broke my wrist when I was 12 tobogganing. The injury itself isn't the ridiculous part; however, the fact that I have not been tobogganing since and refuse to ever go again, is.”

X

Favourite breakfast cereal?
Cinnamon Toast Crunch.

What is your favourite hair product right now?
I have three...evo's salty Dog, evo's Day of Grace and Living Proof PhD Body Builder.

Tell us your favourite beauty secret?
Botox, baby!

What do you do in your spare time?
Go to the gym, play ball, hang with my cute little family, visit my parents' unannounced, uninvited and probably too frequently, and listening to podcasts.

Describe your personal style?
Unconventional?! I make questionable choices with respect to "style."

What is something not a lot of people know about you?
After precisely three hours of my entire family contemplating this question... the best thing anyone could come up with was my mom who said I'm really good at shuffling cards...So yeah, that's the single greatest thing about me. Thanks Mom!

What makes you laugh the hardest?
Matt Bellasai. - X



Q&A

with **SARAH PERRIN**



What is at the top of your bucket list?
I would do terrible things to see a live "My Favourite Murder" show. Or Hozier, I'd do equally terrible things to see Hozier live.

How many pairs of shoes do you currently own?
I would guess about 60 pairs, over half of which are sneakers.

If you became a multi-millionaire overnight, what would you buy?
I would start by buying all 96 items currently in my Amazon cart. It would be easy to blow the first million just in my online wish lists.

Most ridiculous injury you've ever incurred?
Lorelle and I both broke our wrists on the SAME hill tobogganing. I also have not been tobogganing since.

On a scale of 1-10, with 10 being the highest and 1 being the lowest, rate your driving skills?
After almost losing my licence due to multiple tickets, I changed my ways and would now give myself a respectable 8.

What do you find yourself always procrastinating?
I can admit my faults...I am a chronic procrastinator. To combat that, I like to book my life in 15-minute increments. Neurotic? Absolutely. Efficient? You bet.

Are you a morning person or a night owl?
Night owl, no question.

Sweet or savory?
Does one even work without the other?

Lipstick or lip gloss?
Lip balm.

What book have you read again and again?
I've read the entire Shopaholic Series by Sophie Kinsella probably 4 times over. I relate to Rebecca Bloomwood in many ways (see question 3.)

What would be the title of your autobiography?
Dazed and Confused...but trying really hard.

Favorite sound?
I said acoustic guitar first and Lorelle copied me.

Who is your girl crush?
Bad girl RiRi baby!

Last photograph you took?
Delicious white sparkly nails I did yesterday! My photo album is just a collection of nails, lashes, and recipe screenshots that I will never make.

Scary film or happy endings?
I love scary movies, but I've never said no to a Rom Com.

Hugs or kisses?
I prefer not be touched.

Favourite smell/scent?
Cut wood (like a wood shop) and vanilla.

Blondes or Brunettes or Redheads?
There's just something about a redhead!

Diamonds or pearls?
Diamonds.

Go out or Stay in?
in unison with Lorelle Hard stay in.

Digital or analog?
Digital, a result of being a millennial—and lazy.

“
I have naturally reddish hair. This always surprises people as I haven't had my hair its natural color since I was 10 years old.”

X

What is one piece of advice you would give to a young artist trying to shine today?
The practical answer would be to never stop learning and continue to improve and better your craft—education is king. But on a different level, I would advise any young person getting into this industry to find the balance of being kind and firm. Create an experience for your guest, so that they leave your chair/bed/desk not only happy with the service they had done, but also how you made them feel during their time there. Be kind to everyone, but do not let people take advantage of this and walk all over you.

What's your favourite part about coming to work each day?
Hot goss, true crime podcasts, and making things pretty.

How do you stay motivated and inspired?
My sista, Lorelle. We joke around a lot, but that girl is my rock. I'm so grateful to get to work

alongside my best friend every day. Plus, she has an absurd amount of motivation and drive, so I suppose I try and keep up in the typical sibling rivalry sense as well!

What's one thing you can't live without?
Food, water and lash extensions.

Dogs or cats?
Dogs. I don't trust cats.

Favourite breakfast cereal?
Reese Puffs, Captain Crunch, Frosted Cheerios...I'm well versed in cereal if you'd like to know more.

What is your favourite hair product right now?
I'll narrow it down to top 3--- evo's Day of Grace (I pretty much shower in it), Redken's All Soft Mega Mask and Living Proof's Dry Volume Blast.

Tell us your favourite beauty secret?
LASH EXTENSIONS PEOPLE, they will change your life. I'm all about making the day to day getting ready as easy and minimal as possible. It's high maintenance to be low maintenance!

What do you do in your spare time?
HA, what is that? I suppose my free time is split between sleeping, eating candy and browsing Amazon.



Describe your personal style?
I'm often mistaken for a teenage boy, if that answers your question.

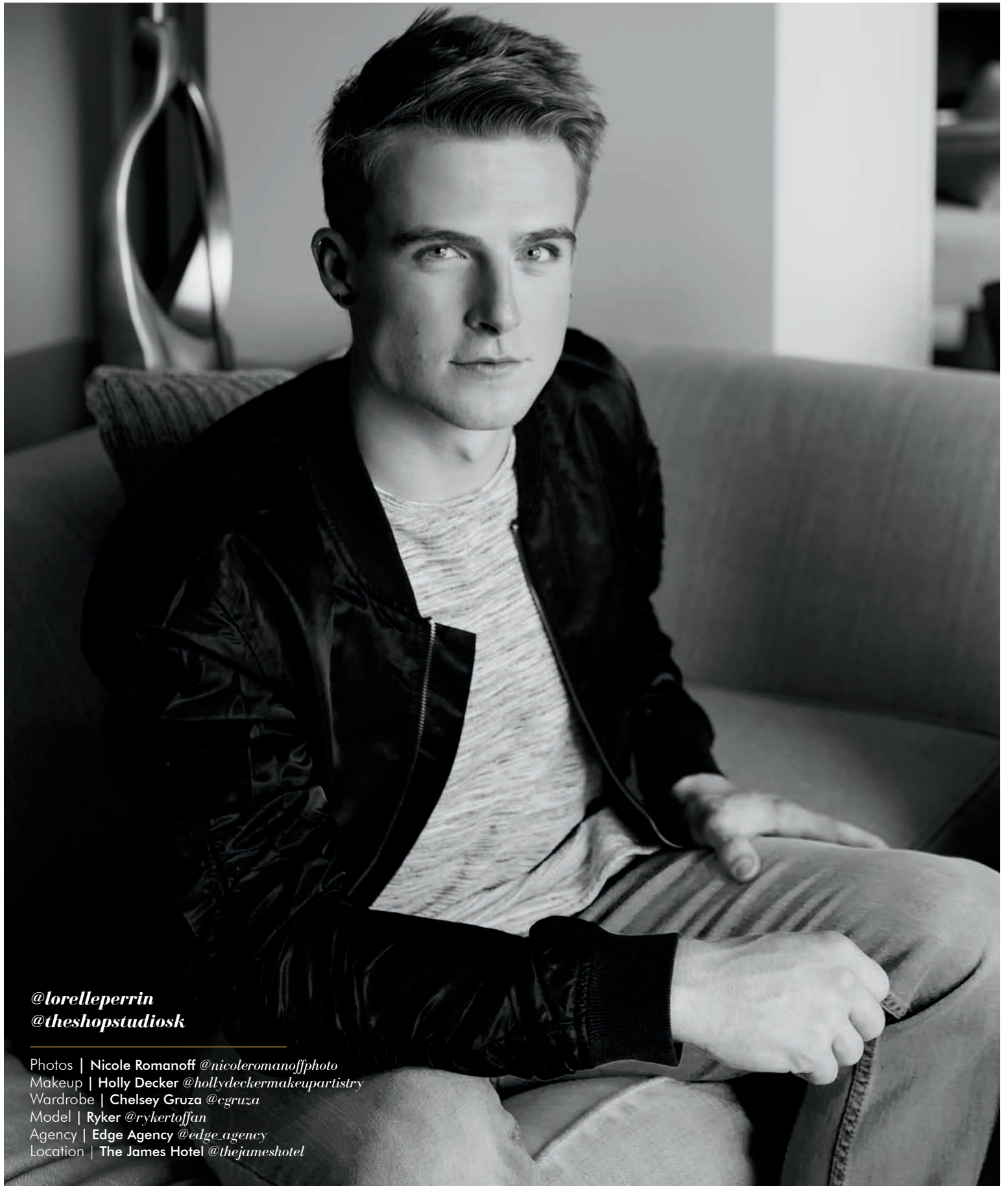
What makes you laugh the hardest?
I have a pretty dry and morbid sense of humour. The sicker the joke, the harder I laugh. Finding the light in the dark, the good in the bad, and the funny in the terrible can be cathartic and I've found that pairing a good sense of humor with an even better set of nails will get you through almost anything. - X



STAY IN / GO OUT

Weekend getaways in Saskatoon are made easy this holiday season with The James Hotel. The James Lobby Bar is the perfect place to unwind with friends and admire the beautiful South Saskatchewan River Valley. Explore the neighborhood - with plenty of eateries within walking distance from this uber-chic destination, a fun night out isn't hard to find. Choose your own adventure and remember, good hair doesn't stay in over the holidays!

PHOTOS Nicole Romanoff @nicoleromanoffphoto
 HAIR Lorelle Perrin @lorelleperrin
 MAKEUP Holly Decker @hollydeckermakeupartistry
 WARDROBE Chelsey Gruza @cgruza
 LOCATION The James Hotel @thejameshotel
 MODELS Amanda @mandaaaa.panda | Masala Talent @masalamodeltalent
 Ryker @rykertoffan | Edge Agency @edge_agency



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Model | **Ryker** *@rykertoffan*
Agency | **Edge Agency** *@edge_agency*
Location | **The James Hotel** *@thejameshotel*

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