

3/2/10

Local salon owner helps Buckhead community

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Staff / Nathan Self

Soren Loffler, owner of Soren Salon, is living his life's dream of owning his own salon and giving back to the community.

Growing up in Frankfurt, Germany, Buckhead stylist Soren Loffler used to cut his friends' and family's hair and dream of opening his own salon one day.

His dream came true in 2008 when he left his position as creative director at Daas Salon in Lenox Square mall to open Soren Salon in the Buckhead Village.

With training from Vidal Sassoon, the 37-year-old has styled hair all over the world from Munich to London to Los Angeles to Chicago.

With this wealth of international experience, Loffler, who made Atlanta his home 10 years ago, is using his expertise and talent to give back to the community.

In November, Loffler connected with Norcross-based Beauty Becomes You, a nonprofit that provides beauty and hygienic services for fixed-income seniors in subsidized communities. The organization mobilizes community specialists to offer haircuts, manicure treatments, skin care and massage therapy to a population often deprived of physical touch and attention.

"I thought it would be an amazing thing for us to do," said Loffler, who lives in Brookhaven.

With the help of his salon's stylists, Loffler picked up his shears and spent a day at the Dorothy C. Benson Senior Multipurpose Complex in Sandy Springs, styling and cutting hair for the members.

"Once we started doing their hair, the feedback we got from them was overwhelming," he said.

The look on one senior's face after he cut her hair was more gratifying, he said, than doing ten cuts for regular clients.

"It totally recharged my heart and it made me realize doing stuff like that for the community can pay back so much more," said Loffler.

The founder of Beauty Becomes You, Allison O'Neil, affirmed that the program is more than just making seniors feel good on the outside.

"The thing about Soren's participation is that he's so generous and gracious. Those components are what we're sharing with [seniors]," she said. "When someone comes in like that, people have a renewed sense of value because they've been touched."

Loffler said he plans to use his talent and salon to help with more causes.

"I want to do something for breast cancer," he said. "I've had a majority of clients that have been effected by it somehow."