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SassyCityGirl

"I write, otherwise I'd be talking all the time...."

Get Swink-ed!



Last week, I introduced the first **SassyBusiness of the Week**. Here's what it's all about:

Sure, there are a million awesome companies out there (and millions more that positively suck)... so what are the qualities that make a company SASSY-worthy???

First, it's run by a woman. Period. You can't be SASSY without a lot of estrogen.

Second, the owner must be someone who is interestED and interesting. She's engaged in the community around her, enlightened, fascinating and, of course, has a great sense of humor. Boring women need not apply.

Third, she does not have to be a mom, but I'm always drawn to the woman who seems to effortlessly balance a spreadsheet, a Blackberry, a PTA meeting, and a conference call, all while bouncing a toddler on her hip. It's WONDER WOMAN x 100.

(Wonder Woman, if you remember, had no responsibilities other than saving the world and looking hot. Try pulling that off while driving the soccer carpool.)

With all this in mind, I'd like to introduce the **SassyBusiness of the Week**.... [Swink Style Bar!](#)

The Facts:

Owners: Two amazing, SASSY, smart women! Natalie Angello (interviewed here) and Jacquie Byrne

Company: [Swink Style Bar](#)





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Seattle Pi Continued...

Hook: This is Swink. It's not a hair cut. It's a blow out. Choose a style from the menu, sit back, relax. Around 30 minutes and about \$30 later, out the door you go. Chin up, shoulders back. That hair. *So you, only better.*

The Juice:

Why the name Swink? We actually spent months on the name – we wanted something with just the right ring to it, that could also be trademarked. Obvious words were already taken so we decided to make up a word that could be infused with our own meaning.

Can't-live-without luxury item? Time and a great pair of Louboutins.

Mac or PC? Mac, Mac, Mac

Recently I was sitting with a group of girlfriends the week before a social event, and everyone starting making plans for the pre-func, including champagne, girl-talk, hairstyling and makeup, at the hottest ticket in town, a place called Swink. Clearly, this was no ordinary bar.....**STYLE bar**, that is.

If you're in-the-know, Swink is on your speed-dial and you already have several appointments booked for your social events through the end of the year. If not, READ ON and learn the Swink-y little secret of Seattle's Social Glitterati.

Swink is, quite simply, the ONLY salon in Seattle that devotes itself entirely to getting you glamorized quickly, saving you HOURS of effort (not to mention sweat, tears and frustration). That's right, go from zero to gorgeous in 30 minutes.... for only about \$30. And, if the perfect blow out isn't enough, Swink also does flawless eyelashes and makeup. What's not to love?

The range of clients is broad, from professionals (think attorneys on their way to court), prom girls, or anyone testing out a new style or look. Have that first date this weekend? Get your appointment ASAP. His ex is making an appearance at Thanksgiving? Call Swink this minute, sista, and armor yourself in gorgeousness.

Of course, brides, along with full bridal parties, are a staple here because no one in town gets a group of women photo-ready quite like Swink. In fact, Seattle Bride Magazine awarded Swink the honor of Editor's Choice "Best New Place to Get Beautiful" for 2010!

With all the buzz, it's exciting to see how these two amazing women have turned a small business into a tour de force. November 4 marks the one-year anniversary of Swink, and they are celebrating with a week-long party! Stop in any time this week to say hello, or better yet, make an appointment to test-drive fabulousness yourself. Natalie and Jacquie will have gift bags, specials, and cupcakes waiting just for you.

Whether you need just a little help to manage the frizz, or want the full-meal deal for the Big Gala, head into Swink and get your Glam-Game ON.

Happy Birthday, Swink!