

WELLINGTON

# Style

## Hair Care Is A Family Affair For Dennis Marquez At Pizzazz

STORY BY COURTNEY WATSON • PHOTOS BY LISA KEENEY

**F**or more than three decades, hair care has been a family affair for salon owner Dennis Marquez and his wife Kristina. Marquez, owner of Pizzazz Hair Design & Spa, said he believes a good relationship with the client should be the foundation of any business. With five locations in Palm Beach County, Marquez said the key to his success has been his commitment to building a dedicated Pizzazz salon team that values the client as more than a customer.

Marquez explained his family-oriented business philosophy while styling the hair of his son Sergio, daughter-in-law Jenna and granddaughters Marlee and Marena. "Our company is privately owned and operated. We know our customers and their families," he said. "We're here for their communions, proms and weddings. You're not a number to us. You come in a customer, but you leave as family."

Two of the five Pizzazz locations are located in Wellington: Kobosko's Crossing at 9112 Forest Hill Blvd. and the original Wellington Mall at 12794 W. Forest Hill Blvd.

Marquez describes hairstyling as his calling. When he was a child his father, a student at barber school, was killed in a tragic accident. Marquez said he believes the idea of becoming a barber always had a powerful pull in his own subconscious and said he remembers going up in the attic of his home and playing with barber tools as he was growing up.

"I knew those tools. They were made for me," Marquez said. "I truly feel like I was meant to do this. Since I was issued my first set of tools, I have wanted to share that gift with everyone."

After graduating from cosmetology and barber school in 1970, ▶



(Above) Dennis uses a Redken product called Ringlet to perfect Marlee's curls.

**It's impossible to have too much training. Every new thing that we learn expands the menu of services that we can offer our clients.**

Dennis Marquez of Pizzazz Hair Design & Spa

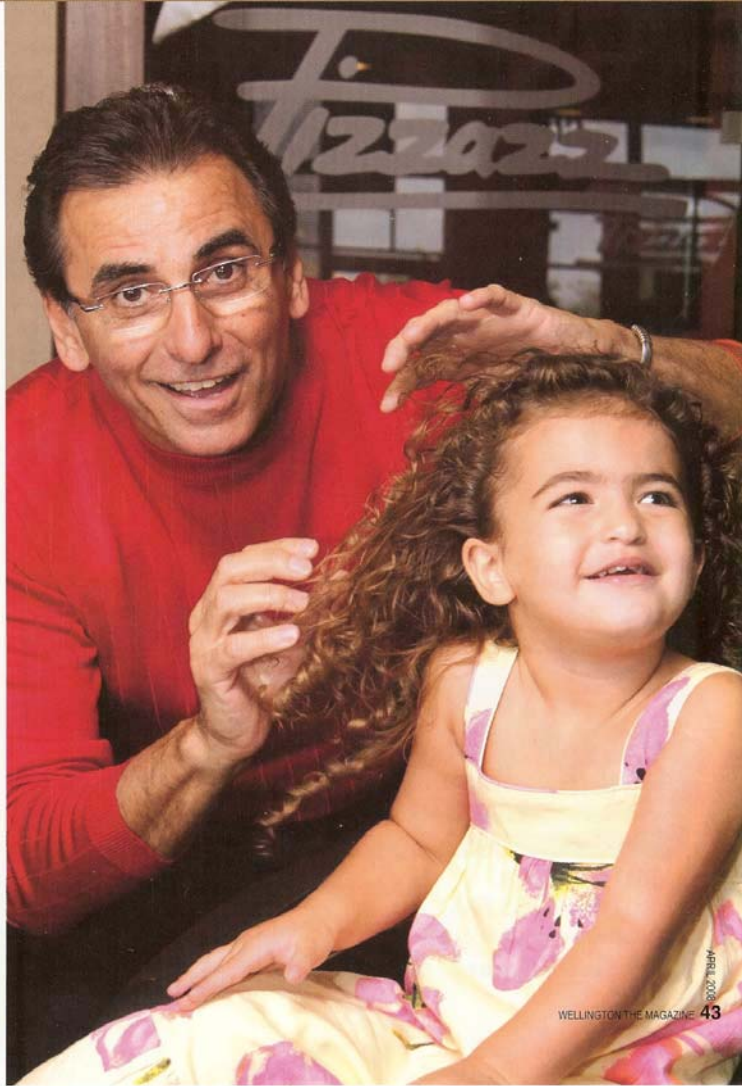
(Below) Trying to control Marena's curls is easier than getting the three-year-old to sit still.



(Above) Tools of the trade.  
(Left) Dennis always dries hair in the direction that it grows in order to reduce frizz.  
(Below) Dennis puts the finishing touches on the haircut.



(Below) Dennis uses a large barrel ceramic brush to help blow dry the hair.



the Pittsburgh native got the opportunity to work with some of the most illustrious names in the business. He studied with Vidal Sassoon in London and John Delleria in Boston, as well as his hometown personal mentors Arnold Zegarelli and Luigi Caruso. Marquez became an award-winning stylist as well as the captain of the Pennsylvania Hair Styling Team, which won three United States Hairstyling Championship awards.

Despite the accolades, Marquez said the best part of his job is being able to make his clients happy. "My wife and I have always prided ourselves on doing quality work and creating a friendly atmosphere," he said. "This is so much more than a job for me."

Marquez moved his family to Florida in 1974. They lived in West Palm Beach for a year, but have been in Wellington since 1976 — theirs was the 54th house built in Wellington.

Over three decades they raised four children and established five successful salons, with locations in Mirasol Walk, Abacoa Plaza and West Palm Beach's Village Commons (the original Pizzazz location) in addition to the two in Wellington.

Marquez said he and his employees make a tremendous effort to get to know their clients and understand their needs, whether trendy women's styles for clients like Jenna, styles for children like Marlee, age six, and Marena, three, or for professionals like Sergio.

Marquez said he believes one-on-one consultations are absolutely essential and stressed that sort of attention makes Pizzazz a different kind of salon. "I want to make my client look the best he can," he said. "I ask a lot of questions. It's a discovery process. Once I find out what my clients need, I can fix their problems."

Marquez said the salon constantly strives

to become even better and offer a greater variety of services. In addition to haircuts, Pizzazz also offers styling, perms and color processing. Color services include single process, double process, cap highlights and foil highlights. The salon also offers a multitude of spa services, including manicures, pedicures and acrylics, as well as facials, waxing, body treatments and makeup.

Pizzazz offers three levels of hairdressers, from stylist to designer and master designer. Marquez said all stylists have received extensive training, but designer and master designer titles are designated according to client demand and the completion of advanced educational programs. Marquez said he believes employee education is absolutely critical to the continued success and expansion of his company, as well as customer satisfaction. Education is also essential to his employees' growth as stylists, he noted.

"We have an academy within our company, and we certify all of our employees," Marquez said. "We want to create an environment that helps everyone grow. That's how we can guarantee quality of service to our customers, which has always been my passion. It's my way of giving back to all of the people in our industry who helped me over the years."

Marquez's business philosophy stresses the key components of teamwork, honesty, education and professional behavior. He said it is paramount for everyone at Pizzazz to continue growing not only professionally but personally as well. "There's a lot of experience in these rooms, and our clients benefit from that experience," he said. "We're always updating our styles and looks."

Pizzazz uses only Redken products and has a close working relationship with the hair-care products company. Marquez said that given the size of his company, he could have chosen any product line he wanted, but he opted for Redken because he considers the company's products to

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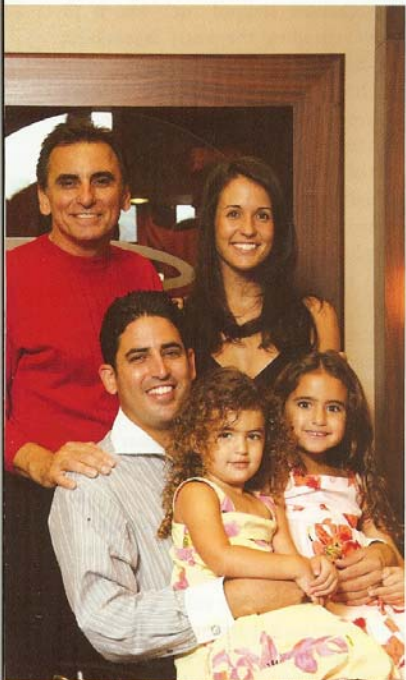
The advertisement features a photograph of a sunroom with a built-in outdoor kitchen. The kitchen includes a sink, a stove, and a refrigerator. A large umbrella is positioned over the kitchen area. In the foreground, there are two lounge chairs on a sandy beach. The background shows a view of the ocean and a building.

be the best. One of his favorite products is the Ringlet Curl Perfector he used on Marlee and Marena to soften and style their curly hair. Marquez said he and his employees often attend Redken classes and that he flies in Redken "performing artists" for in-salon training sessions. Marquez also recently went to the New York Exchange at the Redken Academy in New York City.

"It's impossible to have too much training," Marquez said. "Every new thing that we learn expands the menu of services that we can offer our clients."

Marquez said the most rewarding part of his job is making his clients happy. If there is one more thing he can hope for in his career, it is to hear his clients say they get their hair done "only at Pizzazz!"

For more info about Pizzazz Hair Design & Spa in Wellington, call (561) 793-7373 or (561) 798-1100, or visit [www.pizzazzhair.com](http://www.pizzazzhair.com). ■



Dennis Marquez with his son Sergio, daughter-in-law Jenna and their daughters Marena, 3, and Marlee, 6.

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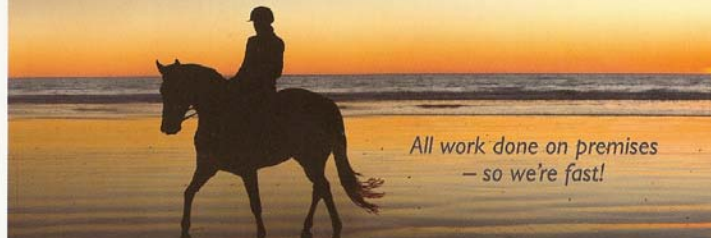
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