

AS SEEN IN
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HAIR APPARENT

AT RATNER COMPANIES, TREATING EMPLOYEES LIKE FAMILY YIELDS A SALON CHAIN WITH PASSION AND PURPOSE.

It was the early 1970s when Ann Ratner, always forward thinking, always alert to trends, emigrated on her own from the UK to chart her own course as a hair stylist. It was while she was working at a Washington, D.C.-area salon that she met and married Dennis Ratner. Together, on the basis of a few notes scribbled on the back of a cocktail napkin and a minimal \$5,000 investment, the couple opened the first Hair Cuttery in West Springfield, Virginia. Trendy but casual—customers could walk in for a new look with no appointment—the salon proved wildly popular. Four years later, Ann

opened the first BUBBLES salon in Washington, D.C., a higher-end destination for clients seeking the most fashion-forward looks from the area's top stylists.

Jump to 2019. Ratner Companies is a veritable hair salon empire with nearly 1,000 salons in 16 states, an in-house home hair-care line, a new artistic director (industry icon Rodney Cutler!), and a philosophy of business that has stood the test of time.

"Everything we do springs from a simple equation: 'Happy stylists equal happy customers,'" says Ann, herself a powerhouse of joyful positivity. "When you walk into any of our salons, you

"This industry is changing faster than the speed of light. As the largest family-owned and operated hair salon chain in the country—employing more than 12,000 talented, highly trained stylists—we have a responsibility to be best in class for our associates and guests. It's not enough to follow the curve; we're poised to lead the way."

—ANN RATNER, CO-FOUNDER,
RATNER COMPANIES

Ratner Companies' diverse salon chains offer services and products to meet every guest's needs.

- **HAIR CUTTERY:** cuts, color, and convenience at a great value for men and women
- **BUBBLES SALONS:** top-of-the-line trends in style, color, and texture
- **SALON CIELO:** exceptional hair and spa services
- **CIBU:** the company's signature luxe home haircare line of shampoos, conditioners, and finishers inspired by salon professionals
- **SALON PLAZA:** where individual salon professionals operate their own private studios

can just feel it: a spirit of fun, conversation, and connection. Stylists are busy doing what they do best—combining skill and creativity to make their guests feel great about their new cut or color. And it's our job to help our stylists build that skill and nurture that creativity."

THE LEARNING NEVER STOPS

Education and support, Ann explains, are key. Every Ratner Companies stylist is offered an array of classes to keep skills and techniques current. An exclusive company app allows stylists to instantly access styling and coloring tips and demonstrations on their phones. Top-performing Ratner salon professionals receive invitations to train with industry leaders and are invited to attend an annual, all-expenses-paid celebration filled with seminars, speakers, entertainment, and a red carpet awards gala. At the Resource Center in Vienna, Virginia, a team of 200 works to keep stylists supported and each Ratner Companies salon running smoothly.

"Our vision, right from the start, was to be a company of happy people," says Ann. "Our employees come from many different backgrounds and possess extraordinary skills and passion for their craft. We want to give them every opportunity to be the best they can be—to earn a better living for themselves and their families. At Ratner Companies, it's all about our people; they're our family. I feel blessed to be a part of this business."



HAIR CUTTERY® | BUBBLES® | SALON CIELO® | CIBU® | SALON PLAZA®
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