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THE GREAT OUTDOORS

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'Hair Boss' show a cut above beauty salon gossip

By STACI STURROCK
Palm Beach Post Staff Writer

Edmund James Salon is filled these days with people getting ready for their close-ups — and those are just the colorful scissorhands *behind* the chairs.

They're the subject of *The Hair Boss*, a reality TV show that's looking for a network home.

Eddie Soriero, who owns the upscale Palm Beach Gardens salon with Kevin Pace, says clients entertained by the repartee between the business partners gave them the idea.

"Clients kept saying, 'You need a reality show,'" Soriero says.

Last spring, a production compa-

Clients persuaded the partners to create a reality show.

ny spent a week at the salon to film the stylists in action and conduct interviews with employees whom they felt would be central to any storylines.

The company then put together an entertaining "sizzle reel" — narrated by Soriero, playing up his New York Italian accent — to attract sponsors and distributors. You can view it at TheHairBoss.com.

"Hopefully, we'll get picked up by

See HAIR BOSS, 2D ▶



HAIR, HAIR AND GOSSIP:

Edmund James Salon owners Kevin Pace (left) and Eddie Soriero are attempting to turn their upscale and high-paced Palm Beach Gardens salon into a reality television show.

BRANDON KRUSE
Staff Photographer

Lots of behind-the-chairs drama

▶ HAIR BOSS from 1D

a station," says Soriero, who embraced the title "Hair Boss." "I was laughing about it. I've got a strong personality, Italian roots, and people know that if they have a problem, they can bring it to me. 'Eddie will take care of it.'"

The Soriero family's Italian-American heritage is on proud display in the Edmund James barber shop, a man cave manned by Soriero's father and brother-in-law, and decorated with images of Robert De Niro, Sylvester Stallone and the Corleones. (The *Hair Boss* logo is a

takeoff on the famous *Godfather* puppet logo.)

Outspoken stylist/colorist Aaron Dunlap says he was for the TV project "120 percent." "I watch reality shows, and I find that some of them are just fake. We have something real here."

Dunlap says he hopes *The Hair Boss* would focus on the stylists' skills as well as their interactions with one another. And with 45 employees, including Soriero's brother and future sister-in-law, there's plenty of behind-the-chairs drama to go around.

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