



Julie Ly and Natalia Montoya of Beauty 21.

Beauty in success story

GUSHING clients have propelled a Preston business success story to the title of Local Favourite.

Julie Ly took over Beauty 21 in 2007 when her parents bought the shop at 330 High St, Preston.

Having been under its original owners since 1978, for Ms Ly the purchase was an opportunity to put her study in beauty therapy and health science into practice.

"It's been fantastic ever since," she said. "It threw me in the deep end originally. I've always had a rough idea of business, but found out that beauty is a lot different to retail.

"But I have learned a lot, including that you always



have to be on the ball and one step ahead of your staff, who you must make sure to reward when they are good workers."

Ms Ly said the area she serviced was "changing a lot", with a younger generation moving in.

She said the business was introducing a more technical approach to beautifying Preston's residents, including medical grade chemical peels, laser hair removal and professional skin consultation.

And it seems to be hitting the mark, with Beauty 21 having scooped up the Preston Leader Hair and Beauty category in the Leader Awards-Melbourne's Local Favourites.

The shop was joined as a Preston Favourite by Ditzzy Dani's Cafe, which won the Cafe section, Sargent's Cakes (Fresh Food), Curves Reservoir (Health and Fitness), Ray Mascaro and Co (Real Estate) and Siam Thai Restaurant, which took the top Restaurant mantle.

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