

sponsor spotlight

By Lisa Kiral



relax & unwind: You're at Virtue 31 Salon

When a customer walks through the doors of the brand-new Virtue 31 salon in Davidson, owner Brandy Knox wants them to feel relaxed, calm and beautiful. In fact, everything about the space she occupies at 130 D South Village Lane has been carefully planned and designed to give her clients a first class, spa-like experience that brings to light the meaning of Proverbs 31 for which the salon has been aptly named. The biblical verse "The works of her hands (a virtuous woman) bless her family" is a phrase which has shaped Brandy's work ethic as a mother, wife, hair stylist and business owner.

Virtue 31 started out in a section of the Lenox Salon in Huntersville three years ago. Brandy and husband, Thomas, a Battalion Fire Chief at Concord Fire Department, decided it was time for Brandy to branch out on her own. She was already an experienced stylist and it was time for her to put the stamp of all that she believes into something which she could breathe her own vision and dreams to life. For four years, she built her business in a booth rental there, before opening her new place in Davidson, beside AR Workshop, in September.

Brandy's family roots run deep in Huntersville, where she lives on a family compound on Mayes Road. She was born and raised in the Charlotte area. A graduate of Aveda Institute in Charlotte, Brandy's career began 14 years ago in Modern Salon in Huntersville as the store manager, later becoming a stylist there.

After their son, Tristan, was born in 2010, the Knox family moved to Mount Holly, where Brandy began working at William Henry Salon. Although she moved back to Huntersville several years later, Brandy has fond memories of her time at William Henry. In fact, the owner of William Henry, who had built

several salons in the area, was the only one considered for the job of the buildout of the Virtue 31 space.

Virtue 31 is a small salon with three stylists including Brandy, Jessica Knox (Thomas' niece), and Autumn Starr – wife of Thomas' coworker, Jason. Brandy describes how the three came together as a sort of synchronicity. They share a deep-rooted belief in creating an atmosphere that is conducive to calm and relaxation. "Autumn is great with curly hair and blowouts," explained Brandy. "She loves to teach you something you can take home and do yourself." Autumn creates her looks using Redken color, with ammonia-free options. "Jessica is in tune with what's trendy, and she is our balayage girl!" Brandy said. Jessica specializes in Keune color and is trained in Keratin and Brazilian blowouts. "Both stylists are exceptional at their craft," said Brandy.



Brandy describes the atmosphere at Virtue 31 as having a great energy, and she wants the relationships between co-workers and clients to be special. There will eventually be two other chairs in the studio, but she's in no hurry to fill them, wanting only the very best stylists who also fit in well from a personality perspective.

Virtue 31 does cuts and color, and you can book online with any of their stylists by visiting virtue31salon.com. They serve wine, and proudly carry Aveda styling products. "Aveda makes amazing products created by tribes in other countries," Brandy explained. "They are very natural, and the tribes make their living by working hard to provide the ingredients." Brandy is also a certified Pureologist and Redken trained master colorist.

The staff at Virtue 31 are a tight-knit family. Brandy and Thomas now have two children, Tristan, a third grader at Davidson Elementary, and 18-month-old Eden Abigail (named after Thomas' mom who recently passed away from cancer). "Tristan is very kind-hearted, with an easy going, laid back personality," Brandy described, "while Eden is super energetic and spirited!"

When not working, Brandy enjoys yoga and spending time with her family. Stylist Jessica and her husband Tyler (owner of Knox Lawn and Landscape) have a 4-year-old daughter, Sadie Grace. Autumn and her husband, Jason, are the proud parents of 3-year-old Eli. Jason works as a captain for the Concord Fire Department.

Brandy always wants her business to be based on honesty and virtue, and these are the guiding principles in the decisions she makes as a business owner and person. Every well-designed corner of her salon shows the pride she takes in her work. "Some days I can't believe it's actually a reality," she said. "I walk in and see the ladies working with clients, and I think it's so crazy how this all came together from a vision and a dream! We always want to remain humble and grounded in our belief that God has given us the talent and gift to transform our clients. This is the root of our business," she said.

Contact information is on each artist's profile page, or call 704-674-5843 to leave a message in the general mailbox.



HAIR ARTISTRY

V31

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130 D South Village Lane · Davidson, NC 28036
Phone 704.674.5843 · www.Virtue31Salon.com

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