

About Us

Our Concept

Sweet & Sassy is the ultimate salon, spa and party place specializing in girls' celebrations. With a child-friendly fashion runway, pink party limo, pop-star and princess parties and an offering of spa inspired services tailor-made for the toddler to 'tween' crowd, our fast-growing franchise operation is quickly becoming the known party destination and pampering headquarters for the next generation of American girls.

All experiences demonstrate a commitment to providing exceptional customer service by ensuring that each and every customer receives the best possible care and attention. Customers enjoy top-quality services including haircuts, specialty up-dos, mini-manicures, mini-pedicures, ear-piercing, spa girls' packages and a selection of eight signature parties. All are designed to create a special memory for both children and their parents.

Company Background

The Sweet & Sassy concept is the vision of founder and CEO, Dixie Drake-Davis, who wanted to provide children with the ultimate in full-service pampering, all in a fun, age-appropriate way.

Our Guest Experience

When children and their parents enter Sweet & Sassy for the first time, their reaction is often, "WOW!" Awash in hip, funky shades of purple, lime, pink and orange, each salon is a feast for the eyes. Unique features include a multi-colored, plush, purple pedicure pit, a unique awe-inspiring ear-piercing throne, and girl-wowing celebration area complete with globe lights, runway and a reflective disco ball. The latest must-have products for 'tweens' are also available in the **Sassy Shoppe**®

Signature Experiences Include:

• **Snip-Snap Station**®

This experience comprises eight hair stations, each of which has a child-sized purple salon chair, ultra-cool stylist station and a good view of entertaining children's programming. Trained stylists provide high-quality boys' and girls' haircuts, specialty up-dos and braids. Perks such as specialty barber capes, fairy dust and gourmet lollipops keep kids and parents smiling.

• **Pampered Place**®

This experience has a custom purple, lime and orange colored mini-pedicure sectional. All mini-manis and mini-pedis include free nail art and ring or toe ring.

• **Glam Central**®

Spa & Glam Girl celebrations are big business at Sweet & Sassy! Eight signature parties of varying themes are offered and periodically modified. Themes include **Magical Fairy, Enchanted Princess, Night on the Red Carpet, Fashion Diva, Pop Star, Designer Diva, VIP Pajama** and the **Ultimate SPA Party**. Party celebrants can add-on star treatment as they are transported to Sweet & Sassy in our custom pink, "**Party Girls on the Go!**"® limousine.

• **Sassy Shoppe**®

Offering all things Sweet & Sassy including boutique items such as: fashion accessories, room décor, bath products and gifts. The Shoppe has all of the trendy products for 'tweens' and kids which are typically not found at big box retailers.

Location

Sweet & Sassy is headquartered in Southlake, Texas. Sweet and Sassy has numerous locations coast to coast in the United States and Dominican Republic. Visit SweetandSassy.com for more info.

