

EGLINTON BUSINESS PROFILE

Learn about the history, unique shops and restaurants in the neighbourhoods along Eglinton Avenue.

Discount Beauty & Hair Warehouse

1557 Eglinton Ave. W | 416-781-1629

EXPERIENCE
EGLINTON



Mrs. Palmer and her husband have operated the beauty store at Eglinton and Marlee Avenue for 35 years. Initially in wholesale, Mrs. Palmer enjoys the retail business for its connection to the customer.

The beauty store carries all kinds of hair and skin products, including dozens of wigs, weaves and hair extensions.

Customers come from all walks of life. Some face loss of hair, but most purchase wigs for the fashion.

Wigs start at \$20 and weaves start at \$10. While some can easily be applied by the customer, some would require the help of a hairdresser. Mrs. Palmer works closely with many hairdressers in the area to ensure a good customer experience.

Mrs. Palmer says there isn't one specific best seller, but the store identifies and orders wigs and hair accessories in advance of celebrity trends.

"When you see Beyoncé or Rihanna wearing a style in a magazine," says Mrs. Palmer "We already have it. In fact, we get them straight from the manufacturer, before the celebrities do!"

Most styles come from the U.S., and every day there is something new. Mrs. Palmer's daughter and son have taken on most of the responsibilities with the business, and they are also the primary purchaser, attending trade shows across U.S. seeking the new hair fashion trends.

"Hair is a sign of health," continues Mrs. Palmer "Everything depends on your hair."

So what is the product her customers can't live without?

"I would definitely say natural hair products. They are made of pure, essential oils and as soon as we get them, we sell out!"

