



924 Washington Street ~ Braintree MA 02184 ~ 781.849.1770 ~ fisherexperience.com

About Fisher Experience and its Owners

Over two decades ago, Bruce Fisher envisioned that color was going to be the next big trend in hair styling. At a time when perms were all the rage, but hair coloring was virtually unheard of, Bruce was a leader in a movement that would change the salon industry forever. His obsession with the art of hair coloring put him at the top of his field, ultimately earning him the prestigious Master of the Craft Award for excellence in hair color.

In the early 1980s, Bruce conceptualized a salon that would not only specialize in hair color, but would also keep a few paces ahead of style trends. This vision was the seed that ultimately grew into the Bruce Fisher Hair & Color Group, but it was not until he met Beth that the vision became a reality.

Beth met Bruce in 1983, while she was a manager for Clinique at Lord & Taylor. At the time, Bruce owned Dunster Street, a well-respected Cambridge salon. Fortunately for both of them, Bruce was looking for a new business challenge and Beth was there to listen.

Bruce was immediately impressed by Beth's instinctive knowledge of "image marketing," and he revealed his vision for the Bruce Fisher Hair & Color Group. The conversation lasted a few hours, as the two sketched out the business plan. Nine months later, they married.

Using the money they received as wedding gifts, Bruce and Beth opened the doors of the Bruce Fisher Hair & Color Group---just one week after their honeymoon. With Beth at the helm of marketing and administration, and Bruce at the forefront of hair color and style, Bruce Fisher Hair & Color Group quickly earned a reputation as a premier salon.

The three-person shop burgeoned to a staff of 12, outgrowing the original space at 911 Washington Street in Braintree. In a move that doubled their capacity, they settled at 907 Washington Street, where they resided for 17 years and grew to their current staff of over 40.

Each stylist, regardless of individual background, is trained in Bruce Fisher Techniques. Ongoing internal training is mandatory, as is attendance at external industry events and seminars. This rigorous attention to perfecting the craft enables the salon to embrace a team approach to servicing clients. The level of service and talent is seamless from stylist to stylist.



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In keeping with the ongoing vision of staying ahead of salon industry trends, the Fishers made a bold decision in 2000. They saw an increasing number of clients coming for not only hair appointments, but also for manicures, pedicures and massages. (Their pedicures, in fact, grew so popular that the salon was bestowed a Best of Boston award in August 2002.)

"Our clients clearly wanted not only a hair salon, but a full-service day spa--a retreat from the pressures of today's daily life," explains Beth. So, the Fishers decided to purchase a building across the street, and spent over a million dollars transforming the space into a luxurious salon and day spa.

Acting as their own general contractors, Bruce and Beth left no detail unattended in creating an atmosphere best described as "natural elegance." The space showcases earth elements: a domed skylight, a stone-backed waterfall, natural wood flooring.

In the 19 years of living out the vision, Bruce and Beth have evolved with the industry trends and with their clients' needs, becoming one of the top 3% highest grossing salons in the nation. Their database contains almost 7,000 clients who have come through the shop over the last two years. For all the things that have changed in their business since 1983, one thing remains constant: an unwavering commitment to superior client service.