

Shear Pleasure

Daniel & Darleen Gage, Owners



This year, Darleen and Daniel Gage are celebrating forty years of success as owners of their renowned business in Friendswood! Shear Pleasure Salon, located in downtown at 904 S. Friendswood Drive, recently expanded to 4,600 square feet of space in 2013 and employs twenty-two persons. Nine employees are graduates of Friendswood High School and twelve employees live and work here.

The Gages started their business in 1976 as one of the first progressive and contemporary salons in the Friendswood area. Daniel recalls, "There were just a couple of old-school barber and beauty shops in the area at the time." Graduates of Friendswood High School class of 1971 and 1973, Daniel and Darleen have lived in the city for approximately fifty years. They entered the beauty industry a few years after graduation and worked in the River Oaks and the Clear Lake area before deciding to open their own salon. From 1976 through 1981, their salon business grew from four salon chairs and hair stylists to three locations in the bay area with

thirty-six chairs and thirty stylists. Although they had a strong clientele base outside of the city, the couple decided to locate in Friendswood because they wanted their children to also enjoy growing up here. In 1985, they purchased property, consolidated, and built where they are currently located. Today, Shear Pleasure has grown to be an acclaimed full-service salon offering the latest hair style trends as well as nail and skin care, and massages. Their recent expansion includes a 900 square foot color room and color bar, a 650 square foot men's salon, as well as additional office and employee break room space on the second floor.

When asked about their reason for success, the Gages state "We are convinced it has been our firm commitment to excellence in education and service." Their stylists are required to complete advanced training which consists of nine months above the required nine-month course in beauty/barber school for being licensed in the State. The entire staff also participate in required monthly education classes to stay abreast of the latest developments in cutting, styling, and coloring techniques in order to better meet the needs of today's client. The Gages also believe another reason for their success is due to employee tenure, their stylists' average tenure is twelve years which is a rarity in the salon industry.

In 1992, Shear Pleasure Salon was selected to be a member of Intercoiffure. Intercoiffure is known as the highest standard organizational achievement in the hair dressing industry with only select leading salon owners being invited to join, with only ten other salons in Texas selected for membership in this



organization. Intercoiffure members are consistently featured in major industry periodicals and fashion magazines and are most often featured at the major hair shows across North America. Darleen has worked hair shows on location in Paris, Italy, Las Vegas, New Orleans, San Francisco and New York. Since 1990 her work has been published nationally and internationally in numerous fashion, industry and technical publications. Darleen has served as Treasurer for Intercoiffure America for the past seven years. "Growing up in small town Friendswood and choosing to open our salon business in what was still a small town in 1976 and then being selected to be a member of Intercoiffure is amazing! Thank you Friendswood."

