



Raya Yukhimov (\$165 a cut) with Mary-Ann Oaks, who has come to the Raya Haig Beauty Center in Bala Cynwyd for 17 years. Says Oaks: "She gives me life."

The high priests of hair

Some ladies ecstatically pay top stylists \$175 for a cut. No other hands will do for their dos.

By Karen Heller
INQUIRER STAFF WRITER

The ladies adore Maurice Tannenbaum, honest they do. "I can't live without him," says one. "When he moved to Chicago briefly, I cried a lot," says another.

A top hairstylist for 38 years, Tannenbaum periodically relocates or quits the profession to try something new. Even then, the women will have no one else trim their tresses, and come to his kitchen. They know that, like Michael Corleone, just when Tannenbaum thinks he's out, they pull him back in.

Yet not one of four devoted clients, some of 35 years, will be quoted by name, the reason invariably the same. "If my husband knew how much I spent on my hair. ..."
Tannenbaum — owner of OMG

Salon in Gladwyne, for "Oh My God, I was never going to do this again" — is perhaps the region's most expensive stylist: \$175 for cut, \$250 and up for color.

"I'm saving them the train fare they used to spend seeing me in New York," says Tannenbaum, who was in Manhattan salons for eight years. "I used to be so booked I couldn't accommodate everyone. Now, I can spend more time with them."

Top Center City stylists **Giovanni Mele** at Giovanni & Pileggi (who won 1996 North American Hair Stylist of the Year) and Laurentius Purnama at Pierre & Carlo (who tends to Britney Spears' mane) are \$100 for a cut. Highlights and toner start at \$150 with Mele, and \$175 with Purnama.

In Manhattan, celebrity tonsorial artist Orlando Pita charges \$800, Sal-
See **STYLISTS** on M4



PETER TOBIA / Inquirer Staff Photographer

For women of color, and others, it's about adding hair. Rhonda Hatcher of Germantown displays her \$250 weave, styled at Divinity Salon and Day Spa in Mount Airy. It lasts two months.

By Elizabeth Wellington
INQUIRER FASHION WRITER

For every woman who will pay extravagantly to have her hair cut, there is someone who will spend even more to have her hair lengthened.

Take Rhonda Hatcher, for example. The 37-year-old Germantown mother wants her relaxed hair to grow out into a natural style. Instead of

And some spend lots to extend locks. Weaves are pricier than ever.

fussing with braided extensions, gel and ponytail holders — more-economical tools for transition-length hair — Hatcher opted for a wavy, shoulder-length, golden- and auburn-streaked weave, for which she will gladly pay \$250.

On this Friday afternoon, Hatcher sat in a black leather swivel chair at Divinity Salon and Day Spa in Mount Airy getting curly human hair stitched into her own.

"I just want a [shoulder-length] curly bob," Hatcher said as stylist Sandra Mitchell attached the mane. "And I didn't want to have to wait. It's just easier this way."

Women have been adding hair for years to help them sidestep the growing-out process and achieve the latest long looks. Hair extensions were popularized in the 1980s. Then, many African American women got synthetic hair braided into their own for flip-your-hair-over-your-shoulder styles.

Of course, folks still opt for the one-two-three cheap add-ons done in basements and
See **WEAVES** on M5

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