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2010-2011  
CREATIVITY PRIZE

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*The Entrepreneur*  
**MARTIN REICHELT**  
*No 74 Hair & Beauty,  
Clerkenwell, London*

The It List Entrepreneur title is reserved for the salon owner whose creativity, originality and spirit is like nothing we've seen before. You'll find Louis XIV styling with all the mod cons at Martin's boutique salon, where comfort is delivered across three floors. The 26-year-old has developed strong relationships with local business and enjoys a rapidly expanding client base.



**"TO BE HONOURED ALONGSIDE SOME OF THE GREAT NAMES IN THE HAIR WORLD WAS SUCH A PRIVILEGE FOR ME, IT HAS MADE ME FEEL SO PROUD OF WHAT WE HAVE ALL WORKED HARD TO ACHIEVE. IT HAS NOT ALWAYS BEEN EASY BUT THIS AWARD HAS GIVEN ME NEW VIGOUR TO PUSH FOR FURTHER SUCCESS."**