WEST CHESTER TWP. — Heavy construction work is under way to turn a former vacant retail store into a premier cosmetology school and working salon with 80 stylist stations, a theater and massage and washing stations.

Frederic Holzberger is investing approximately $2 million to move Aveda Fredric's Institute to West Chester Twp. to open in October.

Holzberger and his wife, Julie, Fairfield residents, said that after 14 years they've maxed out their 16,000-square-foot location on Edwards Road in Hyde Park. The new location, 7664 Voice of America Centre Drive in the shopping center, offers 28,000 square feet in the former Linens 'n Things facility.

It's also in a more central spot close to Interstate 75 between Dayton and Cincinnati, which adds convenience for students and customers, Frederic Holzberger said.

“We have evolved and grown to our maximum capacity to the point it didn’t work for us,” said Holzberger, founder and chief executive officer. “It’s nice to come back home, too.”

The cosmetology school is one of the independently owned Aveda institutes that offers 1,500-hour training programs in cosmetology and esthiology for careers in any salon. An average 100 students have passed through the school each of the past 14 years, Julie Holzberger said.

Built into the training is professional development for generating and retaining clients and real-life experiences, keys to the institutes's success, Julie and Frederic Holzberger said.

Students get training with friends, family and models, as well as on real clients, they said. Students also have done hair and makeup for films shot regionally and fashion shows at Miami University and the University of Cincinnati, Frederic Holzberger said.

Frederic Holzberger began a relationship with Aveda selling its products in a Fairfield salon, then became a distributor. Holzberger opened a second school location in Indianapolis in 2005.

Since starting the schools, three students have received North American Hairstyling Awards, the industry's equivalent of the Golden Globes, he said. Frederic Holzberger was named to the hairstyling awards’ Hall of Leaders last year.

Renovation of the former Linens 'n Things — vacant three years, according to the township — began in June.
The school will house a theater for education, events and graduations that fits 162 people; 80 stylist stations; four classrooms; corporate offices; and a Blue Room for Rejuvenation and Stress Relieving treatments, painted entirely blue with shoulder and scalp massage chairs. The new facility also makes room for approximately 40 employees and new advanced training programs, they said.

“We are honored Aveda Fredric’s Institute has selected West Chester to grow and expand its business,” said township Administrator Judi Boyko in a statement. “... Aveda Fredric not only fills vacant space, but elevates the retail center even further as a service/retail and educational resource to the consumers in our community and a destination for visitors.”

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