



Mina Vakil-Zadeh uses cloth swatches to perform a color analysis on a client at Mina's Studio

DTH/David Minton

Special treatment

Beauty salons feature the total-body concept

By CORIN ORTLAM
Staff Writer

Today's image-conscious society shows that you feel only as good as you look. "Outer beauty has a great impact on inner beauty," says Mina Vakil-Zadeh, owner of Mina's Studio in Chapel Hill's new Galleria Shopping Center. Along with Lou Stephens, owner of Finesse in Ram's Plaza, Vakil-Zadeh is learning that total beauty is a popular concept that is spreading to Chapel Hill.

These two total-body salons offer a wide range of services designed to "make people feel and look as good as they can on any given day," says Stephens.

Finesse specializes in color analysis, wardrobe planning and shopping, and it also offers nail care, facials, custom cosmetics and indoor tanning.

The atmosphere in the Finesse shop appeals to the stylish and the eclectic. Area merchants make a lot of their unusual clothing and accessories.

Mina's Studio is a comprehensive total-body salon that offers haircuts, coloring and perms, as well as nail care, waxing, skin care, make-up consultation and application, wardrobe planning, electrolysis, massages, pedicures and indoor tanning.

In addition, Mina's Studio has isometric exercise machines originally designed for polio patients that tone instead of build muscles.

"There is no sweat," says Vakil-Zadeh. "The person can come in full make-up and without special clothing."

The decor of Mina's Studio is as

impressive as the royal treatment its customers receive.

The relaxing mauve and grey theme, plush leather seats in the waiting room, luxurious flowers, plants and modern furnishings complement the salon's concept. The hairstyling room is completely lined with mirrors. Each service is conducted in a small, private room, and a complete kitchen is available for employees and clients who spend the day at the salon. In addition, the hair stylists concentrate on hair, and specialists skilled in individual areas give customers the special treatment.

Vakil-Zadeh found her inspiration in the Elizabeth Arden Studio in New York City. "I thought, 'Why couldn't I do that here?'" or at least be able to get their (customers') hair cut in a nice atmosphere," she says.

What is so special about these complete salons? "The most important feature is the rapport and relationship created for the client," says Stephens. "We get to know them and their needs, and they become comfortable. Second to that is the convenience."

Emotional fulfillment generated by these services is an important part of the total-body concept.

Vakil-Zadeh related the story of an area woman doctor who strongly objected to being called "Mrs." and was easily irritated when she arrived at the salon. Vakil-Zadeh left her with a hair stylist. "When I came back after she was finished, she was another person in just 45 minutes, thanking me for everything and vowing to return," she says. "It gives people self-confidence when they look good."

"Thank God men and more

women in the work force have finally given themselves the chance to take care of themselves," says Stephens.

Vakil-Zadeh, a native of Tehran, Iran, says she thinks it is time for the total-body salons to come to the Triangle area.

"Iran is not like the one they show on TV," she says. "It is heavily influenced by European fashion and beauty. I had to get my shoes and bags there for a long time."

The timing is now right for the success of her salon. "When I first moved here 19 years ago, the hippie movement was strong," she says. "Now style is finally coming around to the area."

At Mina's Salon, a haircut and style runs \$30, a manicure is \$14, facials are \$45, a make-up consultation and lesson is \$40, a full-body massage costs \$40, 10 sessions of exercise are \$90 and 10 tanning sessions go for \$60.

Mina's salon offers a complete gift package. A woman may be treated as "Queen For a Day." This day at the salon, which lasts about seven hours, includes a facial, massage, pedicure, lunch, haircut and style, manicure, eyebrow shaping, make-up application and consultation and costs \$195.

Finesse offers a comparable total-body package called the "Finesse Fantasy Day."

"Definitely students would get something from it," says Stephens. "Carolina is a unique campus in that there is room for individual style."

Finesse specialists work to maintain a person's style, but they try to get them to "blend while standing out."

New high-class specialty shops make a mark on area business

By MYRNA MILER
Staff Writer

Chapel Hill residents may be noticing a growing trend of upscale businesses that would look more at home in a major metropolitan city rather than in a college town.

Shop owners and town officials think these shops are going to succeed even if the targeted shoppers are not UNC students.

One of the newest, exclusive businesses is Mina's Studio, located in the Galleria Shopping Center. Mina's Studio offers a variety of quality health and beauty services, said Mina Vakil-Zadeh, owner of the shop.

"I think this area was finally ready for it," she said, "Chapel Hill is such a cosmopolitan area."

Mina's Studio is part of the Galleria Shopping Center, a \$4.3 billion business venture located on South Elliott Road. Currently one other shop, Purple Puddle, which sells specialty items including flowers and stationery, is located in the shopping center, said Mehran Rad, an associate

of the Vakil-Zadeh investment firm. Rad, along with his brother-in-law, Javad Vakil-Zadeh, president of the investment firm, developed the shopping center, which also includes Squid's Restaurant.

"The Galleria is a specialty shopping center, and we hope to get more exclusive stores in by early spring," Rad said. "We feel that the economics of Chapel Hill are right for our businesses, especially because of the Research Triangle, the University, and the hospitals in the area," he added.

The Courtyard on West Franklin Street is an outdoor cluster of businesses that also attracts exclusive specialty shops.

The Stock Exchange, located in The Courtyard, is a consignment shop which sells designer clothes and furs, said owner Ann Lynn.

"Although we sell high-quality clothing, our prices are reasonably low, and we've been doing very well in the two years we have been here," she said.

Carrboro's Carr Mill Mall, which opened about 12 years ago, contributes 20 to 25 upscale businesses to the area, said Barbara Drum, manager of Bench Mark Furnishings in the mall.

Bench Mark Furnishings sells furniture, prints, lamps, gift items and cards, she said. The store attracts people in the 20- to 40-year-old age group.

Leonard Van Ness, executive vice president of the Chapel Hill-Carrboro Chamber of Commerce, gives various reasons to account for the increasing number of these businesses.

"There definitely seems to be a trend for more upscale shops, especially in the peripheral residential areas," he said. "I think it reflects the growing affluency of the residents in Chapel Hill."

"Residents in this area are well-to-do," he said. "Many come from the Research Triangle Park, and the average household income in Chapel Hill is higher than the national average."

Van Ness said he believes upscale shops are going to become lucrative businesses in Chapel Hill. "There is a market for these shops, and as long as too many don't develop at one time, they will survive," he said.

Government agencies overlooked PTL wrongdoings, investigator says

From Associated Press reports

CHARLOTTE — Federal government agencies failed for years to properly investigate possible wrongdoings at PTL under Jim and Tammy Bakker, a Federal Communications Commission investigator says in an upcoming documentary.

The documentary, to be aired on PBS Tuesday, says the FCC watered down and delayed a potentially damaging report on PTL. The documentary notes that President Reagan "had courted fundamentalists generally and religious broadcasters in particular" in his 1980 election campaign. The Charlotte Observer reported in Thursday editions.

Federal officials knew six years ago that Jim Bakker, PTL's founder, had lied under oath and was taking ministry donations for his own use, FCC investigator Larry Bernstein says in the documentary.

"We found scores, perhaps hundreds, of false statements under oath by Jim Bakker," Bernstein says. "We found evidence of people going into the PTL counting room and scooping money out — evidence that ... Rev. Bakker and others had enriched themselves personally with money solicited for

various religious purposes."

"The fate of the report raises serious questions about the FCC's conduct but also about the Internal Revenue Service (IRS) and the Department of Justice, both of whom received copies of this report," the documentary says. "Despite evidence of false solicitation, possible tax evasion and even fraud, all three agencies failed to act, and Bakker continued to raise millions with apparent impunity."

Because a federal grand jury is now investigating PTL and the IRS is seeking to recover at least \$55.7 million in back taxes, officials of the federal agencies declined to comment for the documentary. But former FCC officials and an IRS commissioner appear on the show and deny allegations of political bias and foot-dragging.

The documentary discusses in detail a probe of PTL that the FCC undertook in 1979, prompted by a story in the Observer, which reported that PTL had diverted \$350,000 donated for international programming to pay bills at home.

The FCC's 126-page report, finished in December 1982 but not made public until November 1985, concluded that Bakker raised money for one purpose but used it for another. It is a federal crime

to raise money over the air with false or deceptive appeals.

Transcripts show that Bakker's version of events, in testimony to the FCC, was contradicted 81 times, the documentary says. He was refuted by witnesses 27 times, by written evidence 18 times and by his own testimony 36 times.

But Bernstein says the report was pushed aside for two years, rewritten and watered down. Mark Fowler, then FCC director, and Steve Sharp, then general counsel, denied Bernstein's charges.

The program questions whether a federal grand jury would now be investigating PTL if not for the sex-and-money scandal that erupted last March when Bakker resigned from the ministry.

Part of PBS's weekly "Frontline" series, the program was researched by investigative reporter Scott Malone and produced by William Cran.

"I have the sneaking suspicion that there will not be any prosecutions until after the major primaries — and probably not until after the general election," Malone said in an interview. "The history has been one of foot-dragging on PTL. It's a highly political year, and the fundamentalists are incredibly important to George Bush."

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