

Webster Five Celebrates Women's History Month Profiling Women's Accomplishments in our Community



Eurayshia Williams Reed, Owner, Shi-Shi's Lounge Hair Salon

The growth of women-owned businesses has been significant over the past decade, as has their positive impact on local communities. Eurayshia Williams Reed is a prime example. After years of working for others, she fulfilled her dream in 2008-- opening Worcester's first salon for multi-cultural hair and skin types on Chandler Street. Eurayshia's focus on creating a transformative experience for her customers and a business that lifts her community has fueled 14 years of success. This Women's History Month, we celebrate Eurayshia's vision and determination to elevate and empower through beauty and self-care for everyone.

What inspired you to start your business?

I always had a dream to own my own salon with a clothing store in the front – similar to Ulta but with clothes. I was told that wouldn't work and I would never get money for it, so I concentrated on owning a salon company. After working for salons that were not focused on customer needs, I knew there was a need for a salon that provided hair, scalp, and skin services for customers from all cultural groups and that I could create something special that served my community.

What is the biggest challenge you've had to overcome?

The biggest challenge for me has been hiring. Our stylists are "The Talent" and finding the right fit and keeping staff happy and growing on a career path is something I work on every day.

What is your mantra?

Service. Education. Transformation.