

Uptown development gets boost with 2 new businesses

Owners keep students in mind when starting up

by **Geetha Natarajan**
For The Post

X-Quisite Nail Salon and donkey coffee and espresso are two new businesses opening Uptown this spring that separate themselves from their competitors.

Matt Moore, co-owner of donkey coffee and espresso on West Union Street, said his shop offers three different settings in one area. X-Quisite Nail Salon co-managers, husband and wife Calvin and Tracy Bui, said their business on North Court Street specializes in nails and nail art, while many other salons focus on hair.

"New businesses need to set

themselves apart from other Uptown businesses," said Larry Payne, Athens Area Chamber of Commerce president. "Just because you open your door doesn't mean you'll succeed. You have to have a good product, reasonable price and good service to succeed."

Neither business obtained demographic information from the Chamber of Commerce before designing their businesses, Payne said. But no business is required to do so before opening.

Both businesses have different qualities that could set them apart.

Tracy Bui said X-Quisite offers manicures, filing, shaping and painting of nails, as well as paraffin, heated wax for hand exfo-

liation and a pedicure spa, which involves a massage chair.

Calvin Bui was an art director of an Internet site in California. He came to Athens to be with his wife, and the two decided to start the family-run business with help from Tracy Bui's sister.

Calvin Bui said a big part of the business is the way the nails and nail art — designed by airbrush, freehand or stencil — complement one another. He said they kept students in mind by trying to cater to their needs.

"I don't mind making a little and giving back a lot," Calvin Bui said. "Our salon is within walking

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distance, so there is no need to worry about driving or finding a parking spot."

One highlight of the business is each customer has his or her own personal kit including buffers, files and other metal items. The items are kept for each person because it is difficult to sanitize metal items, Calvin Bui said. The boxes are identified by a number and kept at the salon.

X-Quisite plans to open in two to three weeks.

In addition to a different type of nail salon, donkey coffee and espresso is aiming to be a different type of coffee shop.

The shop will have three different environments — an active front room, a middle room with a seating area and books and a back room with an intimate setting and stage, Moore said.

The coffee shop will offer various kinds of coffee such as café lattes, cappuccinos, mocha and ice drinks, as well as cakes and danishes, he said.

Moore said the shop's unique name came from friends who use the word donkey as a way to greet others. In addition to the name and different settings, he said he hopes the business will give back to the community.

"We want to be very active in Athens," Moore said. The coffee shop will have a gallery for local artists and an area for open stage night and poetry readings.

He also said he wants the coffee shop to give back to the community by working with groups such as Good Works.

Moore said he would like to open at the end of May, but the shop might not open until the summer.