



Originally from Germany, Jasmin Fuell (without the 'e') speaks refreshingly about the realities of going it alone to open her Stylooon hairdressing salon in Gravesend, and the differences between starting a business in Germany and the UK.

Nestled in Dolphin Yard, just off Queen Street, Jasmin has taken a big step. After years working in local hairdressers, she opened her own salon in May 2025, amongst a small cluster of micro-businesses. "I was 99 percent doubtful and one percent sure," she smilingly admits. "It's a lot of money, and I am not a risk taker. But with support from my sisters and partner, I did it."

In tough trading conditions, it's a brave time to open. "The economy is difficult right now," she says. "There's less money about. Haircuts are not a necessity, making it harder."

BRAND BUILDING

Stylooon specialises in alternative styles, vivid colours, and personalised cuts. Her loyal customer base is hugely supportive. Many are neurodiverse or find conventional salons uncomfortable. Jasmin understands this, as she has ADHD, "I cannot sit still for long."

The small square unit is a calm, accepting space. "Every appointment is different. It's not just about haircuts. People come here to be themselves, to talk, to unload. Every hairdresser is a therapist."

EARLY LIFE

Born near Frankfurt, Jasmin was 15 when she spent two enjoyable weeks on a work experience placement in a salon. "It was creative and brought me out of my shyness." It also helped fund her other life.

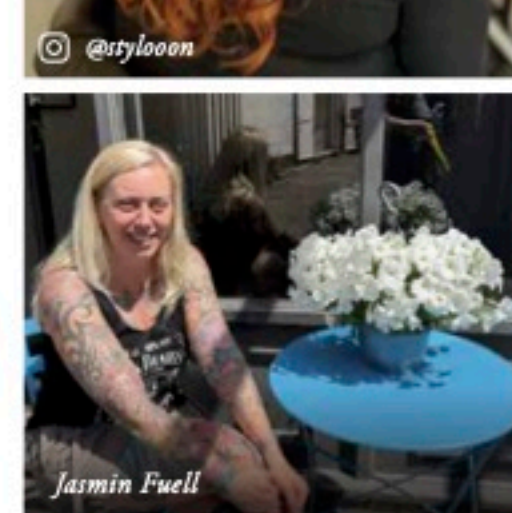
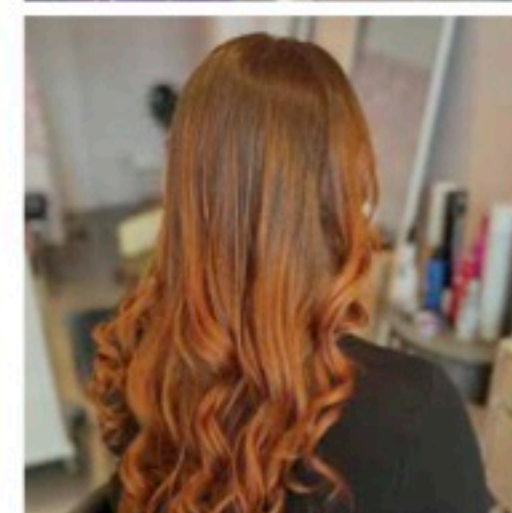
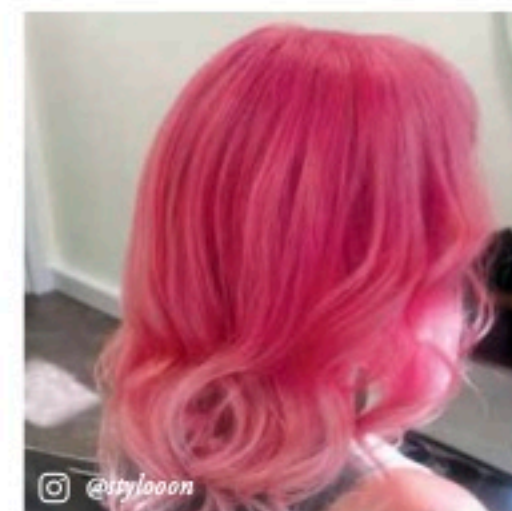
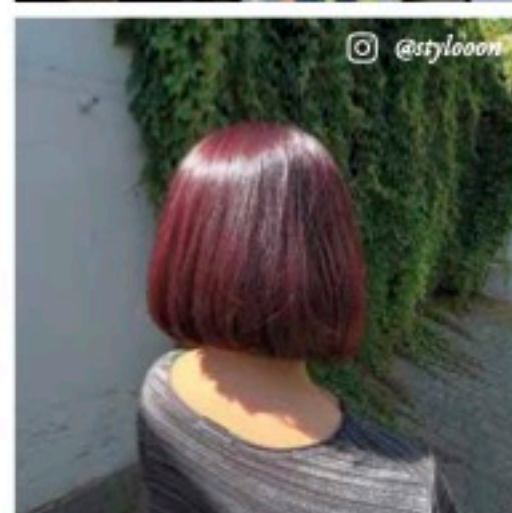
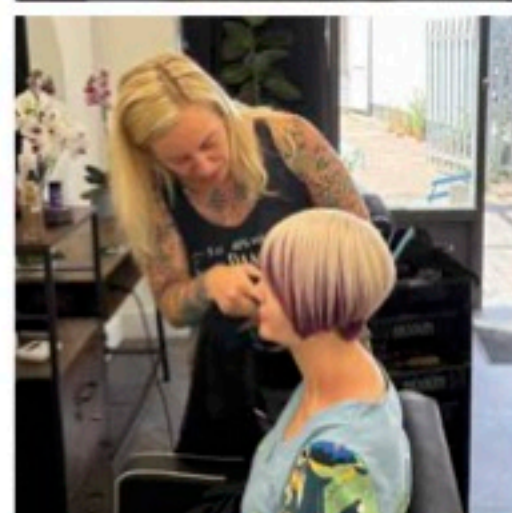
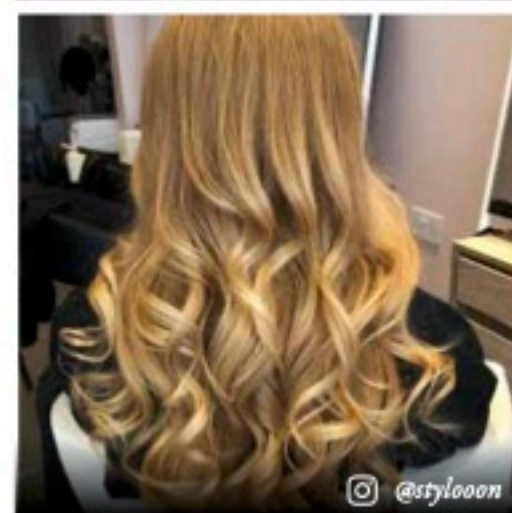
She sang from a young age and loved music, drawing and painting. By day, she cut hair; by night, she fronted a Punkrock covers band, Four Hout Fellas. "We also played all-originals in our Hard Rock band 'Iron Guns' and performed at festivals," she says, grinning.

MOULDY HOME

At one of those festivals, Jasmin met her future partner, a fellow musician, who invited her to his hometown, Gravesend.

They unknowingly rented a flat decorated to conceal dampness. Coming from a drier climate, Jasmin quickly developed breathing problems. The flat was riddled with mould, under the floor and in the walls. She developed severe asthma and can no longer sing. "I miss it very much. It was my life. A really big part of my life."

"Now, the salon is my creative stage," she says, brightening. "The name Stylooon is part stylist, part salon, part loony about hair."



ENVIRONMENT

Her father worked in a nuclear reactor, and the family were raised to think carefully about nature. Hairdressing uses significant resources.

To reduce her impact, Jasmin uses brushes made from wood, cork and bristle, which last fifteen years. Clippers are only charged when flat. She uses a water-saving showerhead. Microfibre towels dry quickly without heat. Products are cruelty-free and vegan whenever possible.

GERMAN APPROACH

In Germany, opening a salon is complicated. Salons in an area are restricted, similar to pharmacies in the UK. "You have to go to the council, present a business plan, three-year financial forecasts, and prove your qualifications. It's frustrating, but fewer businesses fail."

"In Britain," she notes, "you just get on with it."

SOCIAL MEDIA

Social media has changed clients' expectations of stylists. "People arrive with ten-second videos or AI-generated images, but those looks are filtered or take hours. It is frustrating, but I understand." Jasmin does not enjoy social media, using it only when needed. "It is handy if someone cancels and I need to fill a space. Otherwise, I forget."

FUTURE

"People think hairstyling is the same every day. But it is not. Every head is different." There are no plans to expand, although she may rent a chair to another hairdresser one day. But even considering that feels like another big step.

For now, Stylooon is open and "just happy doing what I love!"

 @stylooon