

Serving the community for 26 years

Trend Setters Styling Salon, located in
The Factory in downtown Kernersville

By Jennifer Owensby Eminger

Having started a career as a hairstylist 26 years ago, Nancy Bourn, owner of Trend Setters Styling Salon, has always had a passion for giving back to the community.

Wanting to be a part of Kernersville's historic district, Bourn and her staff were among the first two resident businesses to move in to The Factory in downtown Kernersville.

Now, they are the only remaining of those first businesses, showing their true commitment and loyalty.

"The Factory is a beautiful old structure and I like the eclectic feel we've turned it into," said Bourn.

Bourn shared how thankful she is for their clients, staff and husband, Rodjer.

"My husband is my partner and keeps our place running," she said. "Without him, it would not look as nice. I am very thankful for him."

She continued.

"Our clients are our friends and have become part of our family. I am very thankful for our customers who have treated us like family. This community is my home and my heart," she said.

Over the years, Bourn has been involved with a number of organizations, including past Next Step Ministries (NSM) Board member for 12 years.

Although she is no longer a NSM Board member, Bourn is still a huge supporter and she and her staff participated in Take a Seat for Chairity, an annual event hosted by Election and Breathe Lounge, which benefits NSM.

As hair dressers, Bourn said they are often one of the first people to know when someone is in an abusive relationship. Bourn is currently serving her second year on the



Above: Nancy Bourn, owner of Trend Setters Styling Salon

Kernersville Chamber of Commerce Board and has been a Chamber member for 26 years.

"I believe that you get out of the Chamber what you put into it. There's a cost, but if you're active, you get it back two-fold," she said.

Through the Chamber, Bourn and her staff also participated in the Chamber's annual Magnolias and Mimosas by doing the models' hair for free before they took to the runway. The event benefits a different local nonprofit each year.

Bourn is also an active Board member for the Kernersville Kiwanis Club in her second or third year and is a past president, having served twice in that role. She noted that she has been a member of the club for 20 years.

"We do a lot for the kids in our community," she remarked. Bourn has also been a member of the CareNet Counseling Board for the past four years.

"As a salon, we are always giving back to local organizations and we like to get involved with the community," she said. "I don't do it for any other reason than to help others. It makes me feel really good to help people who really need our help." Bourn added that without the help of her staff, who are also involved, she wouldn't be able to do all that she does in the community.

"They're involved and are supportive of all that we do," she said.

Along with giving her all when it comes to the community, the staff at Trend Setters are committed to their customers. "We have some of the most experienced hair dressers, and I feel that I have the best team of hair dressers that I've had in 30 years," she said. "I am also so proud to have such a great



Above: The entrance to Trend Setters Styling Salon in The Factory.

Trend Setters

My clients are my extended family... without them my career would not have been possible.

nail technician. She is well versed for people with diabetes.”

Bourn noted that her nail technician, Tonya Likens, does regular and gel pedicures and manicures.

“She is very in-tune to what is used on the market and what should and shouldn’t be used. She has very high standards for cleanliness,” she said.

Trend Setters hair dressers include Miranda Cox, Charlene Nelson, Emily Cooke, Doris Fitzpatrick, Samantha Walker, Robyn Jackson, Amanda Shelton and Jessica Roach.

Several of the hair dressers shared what they enjoy about Trend Setters, and encouraged people to make an appointment. Working at Trend Setters Salon is an incredible experience.

The talent and teamwork there make it a place I enjoy going to everyday. - Robyn Jackson

I am so thankful that I found a place like Trend Setters to work for. Not only did I gain great

co-workers, I feel like I gained a family and lifelong friends. -

Miranda Cox

I am the nail technician at Trend Setters and it has been a great two years and six months for me here. Everyone I have the privilege of working with are fantastic girls. As a nail tech, I specialize in senior feet and I love doing feet. I pray God grants me many, many more years at Trend Setters. - Tonya Likens

Trained at the TONI&GUY Academy in California, education is top priority in business. I would enjoy you coming in for a consult if you’re looking for a new style. I specialize in cutting (razor), color, straightening and hair extensions. Hair is my second career, but first love. I have been a stylist for 22 years. - Doris Fitzpatrick

I have always wanted to be a hair stylist. I never imagined the rewards of my job. I worked at a couple of places but when a friend, Carol Woods, told

me about Nancy at Trend Setters, I was very appreciative and came for an interview. Twenty-six years later, I’m just as excited to be here as I was on day one. This has been my home, my family and my passion. I wouldn’t change anything about Trend Setters. - Charlene Nelson

I have recently made a life change by moving to Trend Setters and I am enjoying getting to know everyone, seeing new faces and meeting new people. If you need a new trendy hairstyle, cut or color, give me a call for your next scheduled appointment. - Jessica Roach

I am blessed and proud to say that I have worked at Trend Setters Styling Salon for 12 years. We still have the same values as we did when I started: make sure everyone feels comfortable, always do your best, and the integrity of the hair is priority! We have always tried to support other small businesses and stay involved with the community. - Emily Cooke

I’ve been with Trend Setters Styling Salon for 14 years. I knew this was the place for me right out of school. My Aunt Ellen Fulk worked here until she was in her 80s! I love to do short pixie style haircuts as well as other razor cuts. I welcome pictures of color as well as cuts and will always give an honest opinion on a new style. I’m a homeschool mama and work here part-time on Mondays and Tuesdays. I’m thankful for the girls I work with and my job! - Amanda Shelton

I have had the pleasure of working for Trend Setters for going on nine years now. I have been a hair dresser for 10 years. I love doing color and cuts. My favorite kind of color is highlights. If you’re looking for a new salon, come check us out. We have some great girls. - Samantha Walker

Trend Setters is located at 210 North Main St. in The Factory in downtown Kernersville. For more information, call 336-996-8878 or visit www.hairisourthing.com.