



INSIGHT

East End Escape: "Paddleboarding is my favorite new pastime. It's great exercise, it gives me time to clear my mind, and I love being out on the water."

Date Night: "I love Sen Restaurant and Phao in Sag Harbor. Japanese and Thai are my two favorite cuisines, and the service and atmosphere are great."

used to do hair on the side as a fun thing, for friends, my assistants, and my parents, so when I actually went to learn my craft, I realized I wanted to do it for a career."

Lefferts trained at Bumble and Bumble, then after building several years of salon experience, she opened 27 Hampton in the center of Southampton. "I wanted it to be known as a high-end, ultraprofessional New York City salon transplanted into the Hamptons," she says.

In addition to all things hair-related, the salon offers waxing, facials, eyelash extensions, makeup applications, and airbrush tanning. 27 Hampton also carries a curated selection of niche beauty brands including Oribe, Sachajuan, and Ouidad, and a line of cosmetics, RuLef, that she created with the salon's makeup artist, Karen Ruggiero. "I'm 100 percent committed to searching out and bringing in the best products on the market," she says. "I want to provide brands that people can't get anywhere else."

The salon's clean-lined but relaxed décor echoes the design of Lefferts's home, a 1980s modern in North Haven with an interior that was gut renovated four years ago to make it even more comfortable and inviting. Lefferts shares the home with her husband, James, a partner in the salon, and their two Pomeranians, Amsterdam and Venice.

The couple has been based year-round in the Hamptons for seven years. "I haven't become that local person yet who complains," she says of the summer crowd. "It's three months of good positive energy and chaos. In the summer it's great not to have to travel to New York to see friends and family; everybody's here." *27 Hampton Salon, 27 Hampton Road, Southampton, 377-3107; 27hamptonsalon.com* **H**

a cut above

A LIFE-CHANGING EVENT MOTIVATED BIANKA LEFFERTS TO SWITCH CAREERS AND OPEN HER POPULAR SOUTHAMPTON SALON. BY RACHEL FELDER

For Bianca Lefferts, the owner of Southampton's popular 27 Hampton Salon, the catalyst for focusing on hairstyling came on September 11, 2001. "I was working on Wall Street and was in the second tower when it got hit," she explains. "A lot of people went through this transition where they were second-guessing what they were doing. I