



Edward Fleming opens new salon at Royal Poinciana Plaza in Palm Beach

BUSINESS By Aleese Kopf - Daily News Staff Writer



The Slat House in the Royal Poinciana Plaza. Aleese Kopf/ Daily News.

A longtime Palm Beach hairstylist is relaunching his island salon with a new name and a new space.

Edward Fleming, owner and operator of Edward's Beauty Salon, is renaming the business Edward Fleming Salon and moving about 200 feet from a space in the [Royal Poinciana Plaza](#) to the second floor of the Slat House. The new address is 50 Coconut Row, Suite 212. The salon opened Friday.

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Fleming, who lives in Palm Beach Gardens, opened at the plaza in 1992.



Edward Fleming Salon in the Slat House at the Royal Poinciana Plaza. Aleese Kopf/ Daily News.

The new space features a design inspired by the “clean lines of an urban environment” mixed with the “bright and fresh aesthetic of modern Palm Beach,” according to a news release from the plaza.

“I’ve been fortunate enough to travel the globe throughout my career as a hairstylist, and I can tell you that there is nowhere in the world quite like Palm Beach and The Royal,” Fleming said in the statement. “Serving the Palm

Beach community is truly my calling. It is not just going to work; it’s helping good friends look and feel their best.”

Fleming’s son, Eddie Fleming Jr., plans to take a more “active role” in the business.

“This salon is a real passion for my father,” Fleming Jr., a colorist, said in the statement. “His hard work has always inspired me, and I am thrilled to continue on this journey with him.”

Salon services such as manicures, pedicures, facials and waxing also are available at Edward Fleming.

“Mr. Edward’s salon is an integral part of The Royal’s past, present and future success,” Lori Berg, general manager of the plaza, said in the statement.

Plaza management **recently announced seven new brands** scheduled to join the **renovated shopping center** this fall.