

The Art of One

One client. One personalized vision. Undivided attention.

The art of personal attention: why one-to-one appointments matter, and how South Palm Beach colorist Esther Klein builds every color and cut around a single person.

For Esther Klein, beautiful color and styling begin with something increasingly rare: the time to listen, understand, and focus entirely on the person in her chair.

It is a simple idea, and Esther has built her work around it. She sees one client at a time. For the length of the appointment there is one conversation, one set of decisions and one result to get right. She calls it The Art of One.

Listening comes first

Every appointment with Esther begins before a single strand is touched. She asks how you wear your hair on an ordinary Tuesday, how much time you spend on it in the morning, what you love about it now and what you would change. Photos help, and so do the looks you have tried before and did not like.

Esther takes her time with these questions because the answers change the plan. A color that is beautiful in a photograph is not always the right color for a woman who swims every morning, or who would rather visit the salon every twelve weeks than every six. Listening first is how the result ends up fitting the person, not the other way around.

A shade made for one person

Esther mixes every color for the client in her chair: her skin, her eyes, her natural hair. Two women who ask for the same honey blonde will rarely leave with the same formula, because the right warmth for one complexion can look flat on another.

Many of her clients love a combination she returns to often: color first, then highlights. An all-over shade gives richness and depth, and highlights add light and movement on top of it. Every color is finished with a glaze for shine, so the result looks healthy and luminous rather than painted on.

Designed around a real life

The cut and the color are shaped around the client's hair, face and lifestyle. In South Florida that means thinking about strong sun, salt water, pools and humidity, all of which affect how color holds and how hair behaves. It also means being honest about upkeep, so that the color still looks intentional weeks later.

This is where one-to-one attention matters most. When a stylist's focus is entirely on one person, small details get noticed: how the hair falls when it dries, how a shade reads in window light, which pieces frame the face.

Confidence is the real result

Esther has written that the best hairstyle is the one that makes you feel like the most authentic, beautiful version of yourself. Trends come and go; she is interested in what suits the person, and in the feeling of walking out the door looking like yourself on a very good day.

Thirty-five years, one client at a time

Esther's perspective comes from 35 years behind the chair, in Greenwich, Connecticut and Palm Beach, Florida. She trained with Vidal Sassoon and Paul Mitchell, is a L'Oréal Professional Master Stylist & Colorist, and was voted Best Stylist in Palm Beach Best 2024.

Today she works at MAURICI® in South Palm Beach, by the beach, by appointment. The first conversation, the consultation, is always free. It is also where The Art of One begins.

“Great hair isn't just a trend. It's a feeling.” — Esther Klein

Media: Peter Klein · media@estherkleinpress.com · 561-777-5487

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