

SALON@WOMENINBUSINESS.ORG

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reinvents  
salon

## Historic Salon

The historic salon began in 17<sup>th</sup> century France and other European countries...

Salon was held in a private residence featuring food as art - performed and perfected in a truly elaborate setting. Initially, the location was a very grand, empty space (a palace), which was then replaced by an intimate chamber with useful tables, plump armchairs and plush carpeting (considered a true luxury). In time, the salon chamber was supplanted by a smaller drawing room, which in turn was replaced by the sitting room. Currently, the living room is favored. Women, known as Salonières (extraordinary hostesses), sought to further their own unfulfilled ambitions as well as those of their guests - men and women who brought their ideas, intelligence and talents to salon. In the salon, there was a varied assemblage of different viewpoints and styles. Salons were known to feature "rare finds that were treasured as diamonds-in-the-rough and the stars who sought inspiration". The historic salon was important and strategically valuable as an authentic, creative mix of performance and artful conversation, often moving on to serious discourse.

## *Couches & Cupcakes* BUSINESS SALON

As in the venerable historic tradition of salon, WOMENINBUSINESS.ORG cordially invites entrepreneurs, business owners, professionals, executives and leaders from all sectors to participate in our signature, customized and curated Couches & Cupcakes Business Salons. Each one-of-a-kind, Business Salon event is uniquely different, located in a private place, public space with a host venue sponsor. The focus of the Salon is the new idea of success, SweetSuccess. Our Salons are eagerly anticipated - exciting, exclusive experiences - offering diverse touch-points and connections, as well as the warmth of enhanced camaraderie. The Grand Business Salons are face-to-face, strategically complemented, scheduled for impact and positioned to move participants to a place where it makes sense to act. The Virtual Business Salons are convenient and online. The Virtual Salon inception was inspired by numerous requests over the years from Grand Salon attendees who wanted "more Salon experiences."