

A woman with long blonde hair and glasses, wearing a brown dress, stands in a room with a wall-mounted shelf and a power outlet. The word "LYD." is mounted on the wall to her left. She is smiling and looking towards the camera. The background features a light-colored wall, a wooden shelf with various decorative items, and a power outlet on the left.

LYD.

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Warwick nail artist, salon owner and emerging educator Lydia Rose is transforming creativity, care and determination into an inspiring beauty business.

Lydia Rose Is Building Beauty, Confidence And Opportunity In Warwick

She Chose Nails at Sixteen—A Decade Later, She Owns the Salon

By Ben F. Oncu

Lydia Rose reflects on a decade in nail artistry, opening her Warwick salon, creating confidence through beauty, maintaining professional standards and preparing to train the industry's next generation of nail artists.

L Lydia Rose represents a new generation of beauty professionals — creative, ambitious and determined to build careers founded on both technical excellence and genuine human connection. With approximately ten years of experience as a nail technician, she has transformed a youthful passion into an impressive and steadily expanding business, establishing herself as a talented nail artist, salon owner and emerging educator.

Her journey is particularly inspiring because it began with conviction. Lydia completed her Level 3 Nail Technology qualification at just sixteen, despite concerns that beauty might not provide the security of a more conventional career. Rather than allowing those doubts to redirect her, she remained committed to her chosen path. A decade later, the opening of her own Warwick salon provides a powerful answer to anyone who once questioned that decision.

Lydia's expertise encompasses BIAB treatments, nail extensions and imaginative nail art, but her work reaches far beyond the appearance of a client's hands. She understands that a salon appointment can

offer valuable time to pause, talk and feel heard. Her welcoming approach recognises the emotional dimension of beauty, creating an atmosphere in which clients can express themselves freely, enjoy companionship and leave feeling more confident.

Equally admirable is Lydia's commitment to professional standards. She speaks candidly about hygiene, safe product removal and the importance of continuing education in an industry that is constantly evolving. Her willingness to update her knowledge, despite years of experience, reveals a professional who values responsibility as highly as creativity.

Completing her Award in Education and Training marks an exciting new chapter. Lydia now plans to share her knowledge with aspiring nail technicians, eventually creating a training academy that can help other women turn their own interests into rewarding careers. Her ambition is not limited to expanding her salon; she wants to create opportunities for others.

In this interview with *Beauty Prime*, Lydia discusses the journey behind her Warwick salon, the rise of BIAB, changing nail trends, client confidence and her plans for the future.

- Lydia began studying nail technology at just sixteen.

- She has worked professionally in the nail industry for approximately ten years.

- Lydia previously worked at House of HD in Leamington Spa.

Lydia Rose combines exceptional nail artistry, entrepreneurial courage and heartfelt client care while creating opportunities for aspiring beauty professionals across Warwickshire.

Warm, refreshingly honest and wonderfully enthusiastic, she reminds us that beauty entrepreneurship is built not only upon talent, but also persistence, care and the courage to believe in one's chosen path.

Please tell us about yourself and your career in the beauty industry.

My name is Lydia Rose, and I have worked as a nail technician for approximately ten years. Before opening my own salon, I worked at House of HD in Leamington Spa, an amazing salon with a wonderful team.

I specialise in BIAB nails, which use a strong builder gel to reinforce the natural nail. I also create nail art and extensions for clients who want additional length.

I recently completed my Award in Education and Training (AET), which qualifies me to teach. I am now preparing to train aspiring nail technicians and help them begin their own careers. We currently have four professionals working at the new salon, which opened at the beginning of July.

What inspired you to open your salon in Warwick?

I was born in Warwick and lived here for most of my life, so I have always felt a strong connection to the town. The people are incredibly friendly, and I have always loved the community.

When I decided to open a salon, I considered both Warwick and Leamington Spa, but Warwick was always my first choice. It felt like the right place to establish the business.

Lydia Rose proves that passion, persistence and creativity can become a rewarding profession.

"FOR US, BEAUTY IS ABOUT MUCH MORE THAN SIMPLY DOING SOMEONE'S NAILS."

- Her Warwick salon opened at the beginning of July 2026.

- She specialises in BIAB, nail extensions and creative nail art.

- The salon was transformed from a former café with help from her partner.



With ten years of experience, Lydia Rose is creating beauty, confidence and opportunity.

How would you describe your professional philosophy and approach to beauty?

For us, beauty is about much more than simply doing someone's nails. We enjoy talking with our clients and creating an environment where they feel comfortable enough to open up.

People sometimes speak to us as though we are their therapists. They share their experiences, ask for an outside perspective and use their appointment as an opportunity to unload. Because we are not part of their immediate circle, we can listen without judgement and offer an honest opinion when appropriate.

We want every client to leave with beautiful nails, but we also want them to feel happier,

more confident and emotionally refreshed.

Which nail treatment is currently the most popular with your clients?

BIAB is undoubtedly our most popular treatment. It began gaining significant attention around 2021 and has continued to grow ever since. It is currently one of the most requested and widely discussed treatments in the nail industry.

What are the most common nail-care mistakes you see clients making?

The biggest mistake is picking or peeling off nail products. When clients remove BIAB, gel or nail art themselves, they can strip layers from their natural nails and dama-

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LYD

- She believes beauty appointments should support confidence and emotional wellbeing.

Lydia Rose, right, with a member of her talented team at her welcoming Warwick salon.

ge the nail bed.

Seeing someone peel off their BIAB always hurts my heart! Professional removal is much safer and helps protect the condition and strength of the natural nail.

How do you personalise nail treatments for different clients, lifestyles and preferences?

It depends greatly on the client's lifestyle, profession, personality and age. For example, clients working within the NHS may need short, clean and natural-looking nails that meet workplace requirements.

Someone working in fashion or retail, such as at Selfridges, might prefer longer and more extravagant nails that attract attention and express their personality. Many of my clients enjoy bold, creative designs featuring bright colours, unusual patterns and three-di-

mensional nail art.

Some mature clients prefer shorter, more natural styles, although age never determines what someone should choose. Ultimately, every treatment is tailored to the individual and what makes them feel confident.

Which beauty trends do you believe will influence the industry over the next few years?

I believe animal prints will become increasingly popular. They were everywhere during the early 2000s, and they are now returning as part of the renewed interest in Y2K fashion.

We are also seeing more vibrant pops of colour, turquoise shades and expressive prints. Artists such as Zara Larsson are influencing this confident, colourful aesthetic. I expect bold, playful and nostalgic designs to become even more prominent.

How important are confidence and emo-

"BIAB IS UNDOUBTEDLY OUR MOST POPULAR TREATMENT."



- Hygiene, safe removal and continued professional education are central to her approach.

- She hopes to move into a larger salon and expand her team within three to five years.

- She predicts a revival of animal prints, Y2K influences and vibrant colours.

tional wellbeing in your work?

They are extremely important. Clients often open up to us during their appointments, so we work hard to make everyone feel welcome and included.

The salon is usually busy, with several technicians and clients talking together. We want to create a warm, friendly atmosphere where nobody feels uncomfortable or out of place. A beauty appointment should help someone feel good emotionally as well as physically.

What should clients look for when choosing

a qualified and trustworthy nail technician?

Hygiene should be one of the most important considerations. Clients should look at how a technician cleans and sterilises tools and whether single-use items, such as nail files, are disposed of correctly.

Industry standards have changed considerably. When I qualified ten years ago, the guidance surrounding sterilisation was very different from today. Experienced technicians must therefore continue learning and updating their practices.

A newly qualified technician may have only worked for a few months, but they might possess excellent, up-to-date knowledge. Experience is valuable, but good hygiene, current training, careful working practices and a willingness to continue learning are equally important.

What has been the proudest or most memorable moment of your career?

Opening my own salon has undoubtedly been my proudest achievement. My partner helped me with every stage of the transformation.

"EVERY TREATMENT IS TAILORED TO THE INDIVIDUAL AND WHAT MAKES THEM FEEL CONFIDENT."



- She recently completed her Award in Education and Training.

- Lydia plans to teach aspiring nail technicians and eventually establish a training academy.

Lydia Rose places client wellbeing and personal expression at the heart of her work.

The premises were previously a small café and are now completely unrecognisable. He fitted the flooring, put up the walls and helped create the salon from the ground up. Watching everything come together after so much work was incredibly rewarding, and I am very grateful for his support.

What are your future plans, and how would you like the business to develop?

Over the next three to five years, I would love to move into a larger space, expand the salon and welcome more professionals to the team.

Having completed my AET qualification, I also plan to begin teaching women who

want to become nail artists. My long-term ambition is to establish a training academy where aspiring technicians can gain the skills, knowledge and confidence required to build their own careers.

"A BEAUTY APPOINTMENT SHOULD HELP SOMEONE FEEL GOOD EMOTIONALLY AS WELL AS PHYSICALLY."

FUN SIDE OF LYDIA

What is the strangest beauty tip you have heard, and did it work?

One unusual tip involved freezing cucumber in ice and then applying it to the face. It is supposed to help the skin feel refreshed and appear firmer.

I tried it, and it was genuinely refreshing, although it was also rather uncomfortable because it was freezing cold!

If you could ban one beauty trend forever, what would it be?

I would ban overly blocky semi-permanent eyebrows. When semi-permanent make-up is applied correctly, it can look amazing. However, eyebrows that are extremely thick, grey and obviously tattooed need to disappear—or be removed with a laser immediately!

Which beauty product would you take to a desert island?

I would probably take my trusted BIAB and nail lamp. If I were stranded on a desert island, at least I could keep my nails looking beautiful!

Have you ever secretly wanted to give someone a complete makeover while speaking to them?

When I was younger, I occasionally thought that way. Sometimes you meet someone with a beautiful face who may not yet know how to make the most of their features,

and you immediately imagine the transformation you could create.

If you could invite any famous person to your salon for a treatment, who would it be and why?

I would love to welcome Sabrina Carpenter because she is one of today's ultimate "It girls". Zara Larsson would also be an amazing

guest. She is everywhere at the moment and has such a strong, glamorous image.

Zara is a talented Swedish singer and dancer with beautiful nails and a confident sense of style. I would be delighted to have either of them visit the salon.

Is there any final advice you would like to share with aspiring beauty professionals?

I would tell anyone studying beauty at college not to become discouraged by other people's negative opinions. Beauty courses have sometimes been viewed as less valuable than subjects that lead to university, but they can open the door to rewarding and successful careers.

I completed my Level 3 Nail Technology qualification when I was 16. When I told my parents that I wanted to study nails at college, they were not happy. They wanted me to choose something they believed would offer more secure employment, but I knew that nails were what I wanted to pursue.

That was ten years ago, and now I have opened my own salon and am preparing to train other nail technicians. My advice is to remain committed to what you genuinely want to do. Do not allow negative opinions to determine your future. Follow the path that feels right for you, work hard and remain consistent—you never know where it may take you.

