

A Prosperous Style of Life

Palmica & Latesha



by Terry L. Watson
Photos by Howard Gaither Photography

Latesha and Palmica are the true definition of BFF's. Their long standing friendship of 20 years has produced many memories, involved countless conversations and resulted in a professional salon and styling business that has weathered challenges and trials. Through each battle, they have relied totally on their faith in God and remained committed to each others passion to succeed in life. This commitment sums up the focus of their business as well — Prosperity Styles.

They both shared the same dream of obtaining a cosmetologist license and eventually owning a salon. After graduating from Leon's Beauty School in Greensboro, they went their separate ways. In 2007 they reunited and decided to make that dream a reality. Latesha was working at their current location, and the owner had decided to close the shop. Before doing so, Latesha was asked if she would like to take ownership. She then spoke with Palmica and they both prayed about it. "God answered us with a yes, and we decided to step out on faith," they explain.

Putting God first in everything they do is paramount to them. "He allows us to see each day and has blessed us with a business and clients who provide constant support. He has also surrounded us both with families who want to see us reach our goals and make it to the next level," they say. Palmica and Latesha both understand that success only comes with hard work and exemplifying the grace and mercy that has been provided unto them. "Without God there would be no us nor a business. There is not enough words that we could use to express our gratefulness."

The name "Prosperity Styles" came to Palmica in a dream. "I approached Latesha and shared the vision with her that we had opened a salon and named it

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Prosperity Styles," she says. Latesha immediately agreed with Palmica. "I didn't have to think twice. When we think of prosperity we think of growing, prospering, and sharing the beautiful gift that God has given us to make people look and feel good, as well as receiving the blessings God has in store for us," she states.

Prosperity Styles is a multi-cultured salon that offers the Kertian Treatment. They strive to provide the highest level of customer service keeping their focus on meeting their clients needs. This involves treating them as they would like to be treated. Their staff includes Tia Siddle, Tammy Mebane, and Palmica and Latesha; four individuals who share over 13 years of experience in hair styling. They say it's not only about the head that is in their chair, it is about the person as a whole. "We build relationships with our clients while making them look and feel good. Without them we would have not made it thus far in this hair industry," they explain.

As Prosperity Styles moves into the future, they hope to continue to grow and provide styling services to even more individuals. They plan to increase their level of services and remain competitive in their chosen profession by standing out with great customer service. They also offer a bit of advice to anyone seeking to pursue their dreams in life. "Keep God first and never settle for less. Find your purpose in life and set goals that you will strive to achieve. Remember that it's not always going to be easy but never give up. Most importantly, remember you can make it happen"! ■

For more information about Prosperity Styles Salon, please visit them at 2929-A East Market Street in Greensboro, or call (336)691-7353.



Palmica Robinson



Tia Siddle



Latesha Gainey



Tammy Mebane