

Cella-Mar Studio celebrates 30 years

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“We have clients that started coming to us when they were children, and now we are cutting their children’s hair,” Marcella Osenbaugh-Valle said.

Marcella Osenbaugh-Valle had a job lined up at a salon in Chicago after graduating from the Michigan College of Beauty in Monroe, but her dad convinced her to stay.

Paying for the first two months of rent, Osenbaugh-Valle was able to open her own salon in downtown Dundee. Now, 30 years and a new building later, Cella-Mar Studio of Hair Design is a staple in the community. “It definitely doesn’t feel like 30 years,” Osenbaugh-Valle said.

After studying under a stylist in London, Osenbaugh-Valle wanted to name her salon after her experiences in Europe, but again, her dad convinced her otherwise and the name hasn’t changed since.

“When I used to write letters, I would sign them ‘Cella’ and just throw the ‘Mar’ at the end,” she said.

Osenbaugh-Valle said she’s always had a passion for hairstyling, with hair cutting being her favorite, but it’s the client-stylist relationship that has kept her running for 30 years.

“I love making people feel beautiful and happy,” she said. “We have clients that started coming to us when they were children, and now we are cutting their children’s hair.”

Osenbaugh-Valle, who has clients who have come to her since opening the salon, loves celebrating all the happy moments in a client’s life, but she also celebrates the sorrows that come with life.

"When clients die, we sometimes have their families request we do their hair for the funeral, or the funeral homes know who used to do their hair," she said. "It's my alone time with them, so I can say goodbye."

The staff at Cella-Mar is constantly attending hair shows across the U.S. to stay up-to-date on the latest hair trends. In April, the salon attended a show in Dallas, Texas, and in July, they will be off to another one in Denver, Colo.

"Perms are coming back," Osenbaugh-Valle said.

Cella-Mar Studio of Hair Design has won several awards over the past years including the 2010 Mane Grand Gala Runway Competition Winner and features in Inspire Lookbook.

When Osenbaugh-Valle first started her salon, all the bookkeeping was done with paper, now in the current age of technology, a lot of the business side of running a salon is digital. With all the latest information available with just the touch of a button, Osenbaugh-Valle knows there is one thing technology could never replace.

"The internet is never going to replace haircutting," she said.

Osenbaugh-Valle, known as 'mom' among the stylists, said she can't take all the credit for keeping Cella-Mar running for 30 years.

"I owe the last 30 years to my parents, brothers, friends and my awesome team ... everyone that has ever walked through the door as a client, I have been blessed," she said.

With some stylists working for Cella-Mar for over 15 years, Osenbaugh-Valle said her staff is more like family.

"God never gave me children, but he gave me a hair salon," she said.