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\$25,000 for a manicure? Bring your diamonds to ultra-luxe salon in Irvine

At Images Luxury Nail Lounge customers can get a manicure unlike any other – but for a price. The salon offers nail services that can cost as much as \$25,000.



The salon, which already has locations in Newport Beach and Irvine, opened a third location in Irvine today.

“The Irvine and Newport areas have a lot of ritzy clients who come in and relax and enjoy it,” said general manager Tony Nguyen. “We want to separate ourselves from other shops and create an experience with high service and quality.”

Nguyen said when the first Images Luxury Nail Lounge opened some clients asked for real diamonds or 24-carat gold nails. Eventually, the store created a luxury menu aimed at them.

The salon works with a jeweler to get the gems, or clients can choose their own jeweler or jewelry to work with instead.

Six people have already paid for diamond services which Nguyen said “gave them bragging rights.”

Luxury nails can also be done for weddings, charity events and other functions.

For its grand opening, the salon is offering discounts and some freebies such as a friend referral discount and a free movie ticket for customers who spend \$75 or more.

And for those not willing to drop some serious cash for a GIA-graded diamond or 24 carat gold nails, the salon offers more traditional manicure-pedicure packages starting at \$45, waxing, threading and more.

Still, Nguyen said it’s really the quality and service that sets the salon apart.

“We are client based and that’s why we are successful and how we set ourselves apart from the rest,” he said.

The chain is owned by a group of unnamed investors. Nail technicians at the salons are paid wages and also earn commission and keep their own tips, Nguyen said.