

all access

For 20 years, only celebrities, supermodels, and the supremely connected could get an appointment with Orlando Pita. Now, for a price, so can you. Sarah Brown visits New York's most anticipated new salon. Photographed by Craig McDean

Over his 20-year career, Orlando Pita has become one of the fashionable world's most prolific (and beloved) hairdressers. His patrons have names like Madonna, Sofia, and

Kate, and many have become friends. But until this week, Pita had never actually worked in a salon.

His new space, Ohio, on a busy block in New York's Meatpacking District, has been open for business just three days. "I have four new clients," he says almost in a whisper, a smile spreading across his face as if this were a secret he couldn't wait to tell. He's blushing.

Inside the salon, there's a feeling of magic. Contemporary bouquets of hydrangeas, baby's breath, and Cashikara lilies are perched on nearly every flat surface. Andric, one of the city's best-known editors and a longtime Pita pal, is touching up a no-haircut roots at the back. Assistants buzz around excitedly. The several women checked in black smocks and installed in the brand-new oval chairs have a look of anticipation and gratitude on their faces, as if they can't quite believe their luck. As Pita moves smoothly through the space, proudly pointing out the mixing room and



HER'S WORTH
Pita offers what most salons in the world can't: an experience that's both a drive to the salon, a drive to the hair, and a drive to the hairdresser. Pita is the hairdresser who's worth the drive.