

In response to the recent controversy regarding one of the ads from our “Look Good In All You Do” campaign, we launched over the past year, we respect everyone’s right to their interpretation of what they perceive the message to be. Similar to music videos, works of art, media, books, the ads were our interpretation of a particular “art form” - we are a Hair and Beauty Salon – our business is to make people “LOOK GOOD”. Is it cutting edge advertising? Yes. Is it intended to be a satirical look at real life situations that ignites conversation and debate? Of course. Is it to everyone’s taste? Probably not.

Edmonton is presently the murder capital of Canada. Media’s energy and time may be better spent boycotting dangerous areas, gangs, guns, other street weapons, or a sick justice system, which unfortunately is still sadly lacking when it comes to punishing abusers or any kind.

Last year, we released an ad with our interpretation of the BP oil spill, which also upset people. With that response we did our part to turn it into something positive and we donated all hair cut at Fluid to create mats to help clean up the oil. In that same fashion we will be actively setting up partnerships to generate donations with appropriate organizations in this community. That is a promise. And we will keep doing what we do which is create high fashion, editorial hair styles with all natural products that won’t compromise your health. To kick things off any person that comes into Fluid from now on and mentions this ad we will donate proceeds from all services booked to the Edmonton Women’s Shelter.

If survivors of abuse interpret this ad to make light of any abusive situation, we sincerely apologize, that was never our intent as there are people that worked on this campaign who are survivors of abuse. To the rest of you who this has so deeply affected, we truly hope you do something to help stop domestic violence. Truly honor the survivors that you are standing up for. Unfortunately boycotting a hair salon will not accomplish this.

Media genre that promotes freedom of speech and expression only for themselves are hypocritical. Please interpret the ad as freedom dictates – that is your right – just as artistic expression is our right.

The logo for Fluid, featuring the word "fluid" in a bold, lowercase, italicized sans-serif font. The letters are black and have a slight shadow or depth, giving it a three-dimensional appearance. The 'f' is particularly prominent with its long descender.

