

Our Founder

Dixie Drake-Davis,

Founder and CEO

Sweet & Sassy Franchising

Dixie created Sweet & Sassy when she discovered first hand that a good experience was simply not available when it came to salon services for children. She began developing an experience that was both fun for the child, and pleasing to parents. Because she felt she could find a better way to meet the unique needs of a young customer, she began the creation of the Sweet & Sassy brand.

"Child-to-child" and "parent-to-parent" word of mouth traveled fast. The Sweet & Sassy experience was created to include salon, spa, celebrations and the Sweet & Sassy Shoppe, all focused on girls ages 4-13.

Today, Sweet & Sassy has grown to 30 stores nationwide and in the Dominican Republic.

"I love what I do", said Dixie. "I've created a fun environment where children can celebrate being a child and parents can feel good about our services and the memories they are experiencing with their children."

"I love what I do!"

