



ALUMNAE SPOTLIGHT

PRESENTED BY THE PROFESSIONAL ALUMNAE COMMUNITY



Liz DiFulvio Denoncour '98

Business owner of Salon Atelier by Liz

In April 2026, Liz DiFulvio Denoncour '98 opened her own hair salon, Salon Atelier by Liz, in Wayne, PA. Liz has been a hair stylist on the Main Line for over 20 years and shares her insight on her path to and vision for this new venture.

Tell us about your career path after Sacred Heart.

After graduating from SHA in 1998, I went off to Lafayette College where I played Field Hockey and Lacrosse and majored in Psychology. I graduated in 2002 and began working for American Express Financial Advisors as a financial services broker and insurance agent – the only thing was I always wanted to be a hairstylist! From French braiding everyone's hair on the bus to field hockey games to having a "free salon" in my dorm room helping my sorority sisters get ready for a dance, doing hair and makeup was something I always loved and had a natural talent for. After working for AMEX for a year, I packed up my office and announced to all my family and friends that I was enrolling in cosmetology school. It was a humbling experience to start over, but a decision that I'll never regret. I credit my Sacred Heart education with building my confidence to envision and make that decision.

You just opened your own hair salon and have been a partner in other salons for years. What has been the most challenging part of owning your own business?

The most challenging part of owning my own business is the juggling act of all the moving parts. It's imperative to stay organized and delegate.

What makes your new salon, Salon Atelier by Liz, unique?

My vision for Salon Atelier by Liz is to create an enjoyable salon experience where clients feel seen, heard, and know they are in the hands of professionals that are well trained and are masters of their craft. Our team consists of like-minded artists who are consistently learning the latest trends and continuing their training.

What do you enjoy the most about being a hair stylist?

Building long-term relationships, earning trust and creating an experience that feels both personal and luxurious is my favorite part of being a hairstylist and salon owner. For me, it's never just about hair; it's about artistry, connection and helping people leave feeling like the best version of themselves.

What advice would you give to women looking to start their own business?

Know that passion leads to drive and drive fuels results. Do what it is that you truly love and enjoy, success will surely follow. Build a life around something you love and you'll never "work" a day in your life.