

Russian Entrepreneur to Open Conchita Wurst Hair Salon in Moscow

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Whether they love her or loathe her, transexual Eurovision winner Conchita Wurst continues to inflame passion among Russians, with one fan now planning to open a Moscow-based salon in her name.

Serge Klimov, owner of a high-end beauty parlor in Moscow, is planning to set up a salon named after Wurst — a cross between a hair salon and a club, Izvestia reported Tuesday, citing the project's legal representative, Irina Soloviyev.

Food and soft drinks will be available on the premises, and anyone who can produce a flawless rendition of Wurst's Eurovision-winning song "Fly Like a Phoenix" will be served free of charge, Soloviyev was quoted as saying.

So as to avoid falling foul of Russia's gay propaganda law, which forbids the so-called promotion of nontraditional sexual relations to minors, entry will be granted only to those clients aged 18 years and older in possession of a membership card, Soloviyev added.

"As far as I know, there is only one gay-oriented hairdresser in Moscow at the moment, so that the niche is still free," Izvestia cited Olga Chuvatova, head of consulting agency Salon Mehti, as saying.

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[Moscow Authorities Block Gay Pride March in Honor of Eurovision's Conchita Wurst](#)

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