

A home hairdressing service to bring company and self-esteem to people with reduced mobility

LOCATION: Seville

DURATION: 1'28"

SUMMARY: Celia Morales, from Seville, set up her own business after losing her job. With 11 years of expertise as a hairdresser and nursing assistant, she started Pelumóvil. Celia visits the homes of aged people or people with reduced mobility to work as a home hairdresser. Just three months after she started her own business, she is already thinking about its expansion.

VTR:

Her name is Celia, she is from Seville and an itinerant entrepreneur. She is a home hairdresser specialized in aged people or with reduced mobility.

CELIA MORALES
Pelumóvil

"Because they are home alone or due to mobility issues, providing them with the service they can't access."

Today she visits María. She needs dyeing and combing but, why did she call Pelumóvil?

MARÍA BOCANEGRA
Client

"Because I knew she was good and I am very old and I don't want to be hot when going to the hairdressers."

CELIA MORALES
Pelumóvil

"I worked as a nursing assistant for eleven years and also as a hairdresser, doing both things in nursing homes."

She decided to set up this business when she lost her job, making the most of her expertise and offering this service to people who can't leave home to go to the hairdressers. Her training as a nursing assistant also enables her to move people with mobility issues correctly.

CELIA MORALES
Pelumóvil

"You have to be professional but bringing joy to that person at the same time. Apart from a change, they are looking for the joy of the moment they spend with you."

The last touch and María is almost ready. Feeling pretty makes the effects of ageing more bearable for her.

CELIA MORALES
Pelumóvil

"Causing joy and satisfaction is also pretty satisfying for me."

And now she heads to her next destination. The business is running so well that after a few months she is already thinking about expanding it.

CELIA MORALES
Pelumóvil

"I would like to hire staff progressively, of course."

One more entrepreneurship story written in Seville.