

# Best Nail & Lash Studio & Academy — Coventry

The beauty industry is one that continues to evolve rapidly — with increasing demand for personalised, first-class service, healthier nail systems, natural-looking lash extensions, advanced brow treatments, and highly qualified and skilled practitioners. Enter Lina Liu Studio & Academy, which not only offers premium nail, lash, brow, and beauty treatments, but its academy also provides professional training for beginners and experienced beauty professionals looking to develop their skills and grow their businesses. Founder Lina Liu told us more about her award-winning business.

Lina Liu's journey into the beauty industry would be described as unconventional. After completing an MBA in International Business and spending eight years working at Aston Martin, she made the life-changing decision to follow her passion and transition into beauty and education. What was initially a personal career change became an entire business dedicated to empowering others to build their own successful careers with confidence.

Today, Lina boasts more than a decade of hands-on experience within the beauty industry. She is celebrated for her professionalism, precision, and profound attention to detail — creating elegant, high-quality, and natural-looking results for every client. Not only does she have an artistic flair but she also brings advanced technical expertise, allowing her to fulfil each client's request just as they imagined it.

As a practitioner and educator, Lina leverages her incredible technical skills, knowledge, mindset, and professional standards to mentor fellow beauty professionals to give them the foundation to thrive in their own career. She and her team keep values of excellence, integrity, innovation, continuous learning, and genuine care at the heart of everything they do, whether for a client or student, believing that education shouldn't only teach technical skills, but it should also build confidence, create opportunities, and change lives.

"Many beauty academies teach treatments; we teach careers," said Lina. "What makes us different is that we combine high-quality practical education with real business experience. Because I continue to work with clients through our studio, everything we teach reflects current industry trends, real customer expectations, and proven business practices."

Classes at the academy are intentionally small so that every student receives the personal attention and tailored coaching they need to flourish. Beyond technical skills and confidence building, students are mentored in client communication, marketing, and business development, in addition to ongoing mentoring after they've completed their course. It isn't just about passing the course — the aim is to support them to build successful, sustainable careers.

"More people are choosing self-employment and career changes," observed Lina. "Beauty offers flexibility, creativity, and independence, making it an attractive profession for people seeking a better work-life balance." She adds, "I also believe education standards are becoming increasingly important. Students are no longer looking for the quickest course — they want ongoing support, practical experience, and genuine career guidance."

She goes on to tell us how the Midlands is a fantastic place to build a business. And with Lina Liu Studio & Academy being based in the central location of Coventry, this means it is easily accessible for students and clients travelling from surrounding areas. The region has a diverse population, a strong entrepreneurial community, and excellent transport connections, which allows fantastic opportunities for collaboration and growth.



When it comes to adding new members to her team, Lina told us that technical ability is of course important, but attitude matters even more. "I look for people who genuinely care about others, enjoy learning, take pride in their work, and share our commitment to delivering exceptional experiences," she said. "I believe great businesses are built by helping people become the best version of themselves, both professionally and personally."

Ultimately, Lina has a very forward-looking perspective, where she sees a future that is "incredibly exciting". Her ambition is to establish Lina Liu Academy as one of the UK's leading beauty education brands. The business will continue expanding over the coming years, including its professional training programmes, online education, mentoring services, and industry resources, all to boost its capacity to support more aspiring beauty professionals.

Lina also tells us that she hopes to become more involved in speaking, judging industry competitions, and contributing to the ongoing development of professional standards within the industry. She concluded, "Ultimately, my goal is simple: to help as many people as possible build successful businesses and rewarding careers through education."

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