

DRYBAR BLOWS INTO CHARLOTTE WITH GRAND OPENING

Drybar is excited to announce the grand opening of Drybar **Charlotte in SouthPark**. The 1,867-square foot location will consist of 12 styling chairs and all of the signature elements that define the unique Drybar experience.

"We are so excited to finally be opening our Charlotte, North Carolina store! We personally love the Specialty Shops' location in the heart of SouthPark and are thrilled to be joining them," said Alli Webb, Founder of Drybar.

At the core of the experience is Drybar's dedication to over-the-top customer service and obsessive attention to every last detail, and the Charlotte shop is no exception. The NEW location will offer all of Drybar's signature services including:

- **Drybar's Full Style Menu:**
 - With all styles always available on tap, you can achieve your look of choice from an extensive menu of options including The Straight Up, The Manhattan, The Cosmo, The Mai Tai, The Cosmo-Tai, Southern Comfort, Dirty Martini, The Uptini, Old Fashioned, Shirley Temple or a style from the braid bar. Drybar's menu has a look for every hair need.
- **Drybar's Signature In-Shop Services:**
 - Offering in shop services ranging from a Classic Blowout, Uptini (aka an updo), Mudslide Treatment, Bay Breeze Hydrating Shot, Shirley Temple (special service available for ages 10 and under), Barfly Memberships, Dry Pro styling, weddings, group specials and parties, there are endless possibilities.
- **Drybar's Line of Professional Hair Styling Products & Tools**
 - Aptly named in keeping with the pervasive bar theme, all products are created for the perfect blowout including favorites like Buttercup Blow-Dryer, On the Rocks Shampoo and Conditioner, Triple Sec 3-in-1, Mr. Incredible Leave in Conditioner, Prep Rally, Sake Bomb Nourishing Conditioner and Detox Dry Shampoo.
- **Drybar's Signature Design:**
 - Charlotte will maintain Drybar's signature design, including custom Italian chairs, tufted fabric walls, marble bars with built-in phone docking stations and flat screens featuring cult favorite chick flicks.

Drybar is based on a simple philosophy: Focus on one thing and be the best at it. For Drybar, that's blowouts.

Drybar Charlotte in SouthPark
6401 Morrison Blvd.
Charlotte, NC 28211

Appointments can be booked online at www.thedrybar.com, through the Drybar iPhone app or by calling 877.379.2279.

*Store hours are tentative and subject to change.

For more information about Drybar, please contact:

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