



Media Alert!



# Drybar Announces Partnership With Nordstrom

## 120 Door Rollout Throughout US and Canada

(September 2015) – Drybar is pleased to announce Nordstrom as its newest retail partner. In September, Drybar’s signature line of styling products and tools will launch at all U.S. and Canadian Nordstrom stores. Drybar’s first international store also set to open within the Nordstrom Pacific Centre flagship store in Vancouver, B.C.

“This has been a year of unprecedented growth for the company, and we are thrilled to continue building the Drybar brand into 2016 with Nordstrom as our newest partner,” says John Heffner, CEO of Drybar. “The team at Nordstrom has been exceptional to work with, and we are thrilled to bring the Drybar experience to the forward-thinking and fashion savvy Nordstrom customer, both here in the United States and across the border to our neighbors in Canada.”

Drybar’s refreshingly simple concept: “No cuts. No color. Just blowouts” has captivated a legion of loyal clients across the United States. On September 18<sup>th</sup>, Drybar heads to one of Canada’s most vibrant cities, Vancouver, marking their first international location. Housed within the new Nordstrom Pacific Centre flagship store, Drybar will consist of five styling chairs and feature all the signature elements that define the unique Drybar experience, including custom Italian chairs, tufted fabric walls, marble bars with built-in phone docking stations, and flat screens featuring your favorite chick flicks.

Drybar’s entire line of 35 professional hair styling products & tools will be featured at all Nordstrom doors across the U.S. and Canada. In keeping with the bar theme, each product in the line has been aptly named, from the Hot Toddy Heat & UV Protectant to the Half Pint Round Brush to The 3-Day Bender Curling Iron, and has been painstakingly tested and tweaked by Drybar founder and stylist Alli Webb, along with the assistance of almost 3,000 Drybar stylists and so many of their 700,000+ clients. Included in the Nordstrom lineup will be cult-favorite bestsellers from the brand, including Buttercup Blow Dryer, Detox Dry Shampoo, and Triple Sec 3-in-1, with additional new product launches slated to roll out through end of year.

“We’re thrilled to launch our partnership with Drybar. Alli Webb is a true visionary and her passion, like ours, is to make our customers feel good and look good,” says Gemma Lionello, Nordstrom Executive Vice President and General Merchandise Manager for Cosmetics. “We’re constantly striving to evolve our offering and services to create a more differentiated experience and we’re very excited to offer Drybar services and products to our Nordstrom customers.”

Drybar has become a regular stop for celebs such as Julia Roberts, Cindy Crawford, Jennifer Garner, Chrissy Teigen, Zooey Deschanel, Emma Roberts, Lana Del Rey, Renee Zellweger, Jennifer Love Hewitt, Rita Ora, Rose McGowan, Molly Sims, Sarah Michelle Gellar, Hilary Duff, Miley Cyrus, Nina Garcia, Katherine Schwarzenegger and Maria Shriver — just to name a few!

### About Nordstrom:

Nordstrom, Inc. is a leading fashion specialty retailer based in the U.S. Founded in 1901 as a shoe store in Seattle, today Nordstrom operates 304 stores in 38 states and Canada. Customers are served at 117 Nordstrom stores in the U.S. and Canada; 178 Nordstrom Rack stores; two Jeffrey boutiques; and one clearance store. Additionally, customers are served online through Nordstrom.com, Nordstromrack.com and HauteLook. The company also owns Trunk Club, a personalized clothing service serving customers online at TrunkClub.com and its five clubhouses. Nordstrom, Inc.’s common stock is publicly traded on the NYSE under the symbol JWN.

### About Drybar:

Named one of the top “100 Brilliant Ideas of 2010” by Entrepreneur magazine and New York Magazine’s Boom Brands of 2013, Drybar is based on the simple concept of focusing on one thing and being the best at it. The idea was a natural one for founder Alli Webb, a longtime professional stylist, and came from a lifetime of frustration overpaying for blowouts at traditional salons. Alli was named 100 Most Creative People in Business in 2013 by *Fast Company*, and was featured on the Cosmo 2013 Power List by *Cosmopolitan* magazine, as well as the *Fortune* 40 under 40 List.

Drybar Pacific Centre in Nordstrom: 799 Robson Street, Vancouver, B. C.

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