



Media Alert!

Drybar Blows Into Hell's Kitchen

APRIL 1, 2016 – Drybar is pleased to announce the upcoming opening of its 13th New York City location this spring in the Hell's Kitchen neighborhood of Manhattan, New York. This 1,550 square foot location will consist of 10 styling chairs and will feature all of the signature elements that define the Drybar experience.

"We are beyond thrilled to be opening in Hell's Kitchen," said Alli Webb, founder of Drybar. "Our clients have been anxiously awaiting a location in this bustling neighborhood and we're so excited to finally make it a reality." Drybar will be conveniently located on the ground floor of MiMa Luxury Apartments, neighboring Kava Café and Pershing Square Signature Theatre, a fun location and vibrant area that perfectly mirrors the Drybar brand.

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 a simple concept of focusing on one thing and being the best at it: Blowouts. The idea was a natural one for curly-haired founder Alli Webb, a longtime professional stylist, who constantly found herself overpaying for blowouts at traditional salons. In 2013, Alli was named one of the 100 Most Creative People in Business by Fast Company, and was featured on the Cosmo 2013 Power List by Cosmopolitan magazine, as well as Fortune's 40 under 40 List.

Drybar provides professional blowouts at a flat price, regardless of hair length or thickness (wash included!) and the list of signature styles reads like a traditional cocktail menu; the Cosmo (lots of loose curls), the Straight Up (straight with a little body), the Southern Comfort (big hair, lots of volume), the Mai Tai (messy and beachy), the Manhattan (sleek and smooth) the Dirty Martini (tousled and textured) and, for the little ladies, the Shirley Temple.

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 Hell's Kitchen shop is no exception. It will feature 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 also offers a full line of professional hair styling products & tools, aptly named in keeping with the pervasive bar theme, all of which were created for the perfect blowout. The line launched exclusively with Sephora in March of 2013, and is now in all 319 U.S. Sephora doors. This past fall, Drybar launched its product line in all 117 U.S. Nordstrom doors, 53 Canadian Sephora doors, and opened its first store-within-a-store concept in Nordstrom's Pacific Centre flagship store in Vancouver, B.C. With additional openings on the horizon in Seattle, Miami, Toronto and Los Angeles, the brand is on track to have over 70 locations by the end of 2016.

Drybar Hell's Kitchen – 450 W 42nd Street, New York, NY 10036

Monday – Thursday 7AM-8PM, Friday – Saturday 8AM-9PM and Sunday 8AM-7PM*.

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:

Brooke Brogan | brooke@brandlinkdc.com | 202.733.5223

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