



Media Alert!

Drybar Blows Into Downtown Crossing

June 2016 – Drybar is pleased to announce the upcoming opening in Boston’s Downtown Crossing neighborhood late this summer. This 1,955 square foot location will consist of 11 styling chairs and will feature all of the signature elements that define the unique Drybar experience.

“After such an incredibly warm and enthusiastic welcome by the ladies of Boston in our Chestnut Hill, Back Bay and, most recently, our Harvard Square shop,” said Alli Webb, founder of Drybar, “We are so pleased to announce our fourth shop in Downtown Crossing. Excited to be apart of this vibrant neighborhood!” Drybar Downtown Crossing joins neighbors Bruegger’s Bagels, Olgas Café, and GNC.

Drybar is based on a simple philosophy: Focus on one thing and be the best at it. For Drybar, that’s blowouts. The idea was a natural one for curly-haired founder Alli Webb, a longtime professional stylist, who grew tired of overpaying for blowouts at traditional salons. Named one of the top “100 Brilliant Ideas” by Entrepreneur Magazine and one of New York Magazine’s Boom Brands, Drybar provides professional blowouts at a flat price, regardless of hair length or thickness (wash included!). 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 Downtown Crossing 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 sold both online and in its own shops, as well as at Sephora and Nordstrom in the U.S. and Canada, and select Ulta Beauty and select Bloomingdale’s doors nationwide. “The Drybar Guide to Good Hair For All,” the first book by Alli Webb, will be published in October 2016 by Abrams Publishing. With additional store openings on the horizon in New York, Las Vegas, Los Angeles, and Miami, the brand is on track to have over 70 locations by the end of 2016.

Drybar Downtown Crossing – 8 Kingston Street, Boston, Massachusetts 02110

Monday – Wednesday 7AM-8PM, Thursday – Friday 7AM-9PM, Sat. 8AM-9PM and Sun. 9AM-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:

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