



Media Alert!



Drybar Blows Into Culver City

(April 2016) – After much anticipation, Drybar will open in Culver City, California this summer. This 2,500 square foot location will consist of 12 styling chairs and will feature all of the signature elements that define the unique Drybar experience.

"As a long time LA resident, I've been very fond of the Culver City neighborhood for years" said Alli Webb, founder of Drybar. "We have been so humbled by the success of our 20 California locations and can't wait to bring Drybar to this bustling and awesome neighborhood!"

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, the brand will continue adding to its popular line of hair styling products & tools sold both online and in its own shops, as well as at Sephora and Nordstrom in the U.S. and Canada.

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 Culver City 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. In March of 2013, the line launched exclusively with Sephora and is now in all 319 U.S. Sephora doors. Then, just 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 New York, Philadelphia, Las Vegas, Seattle, Miami, Toronto and Los Angeles, the brand is on track to have over 70 locations by the end of 2016.

Drybar Culver City – 3808 Main Street, Culver City, CA 90232

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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