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## Drybar Shops to open at Derby Street Shops this fall

June 23, 2023 - Retail



Hingham, MA - Drybar Shops, the premier blowout and styling brand, is opening one of its newest locations and its first on the South Shore at Derby Street Shops. The new location is set to open its doors this fall.

Drybar is known for providing the ultimate blowout experience, offering a range of signature styles, from classic and sleek to beachy and tousled. Each appointment includes a wash, blowout, and styling, all performed by a highly-trained cosmetologist in a sleek and inviting setting. At the core of the experience is the customer service and attention to every detail. The innovative idea is based in simplicity, by focusing on one thing and being the best at it: blowouts. The concept came easily to curly-haired founder Alli Webb, a longtime professional stylist, who constantly found herself overpaying for blowouts at traditional shops.

The Derby Street location will feature Drybar's signature design aesthetic, including custom furniture, marble bars, and whimsical touches such as yellow hair dryers and chandeliers made of blow dryers. Drybar Derby Street Shops will be offering a limited-time monthly membership grand opening offer for monthly blowouts and exclusive perks. Additionally, the shop will also offer a selection of Drybar's own award-winning product line, including shampoos, conditioners, and styling tools and products. For those looking to celebrate a special occasion, Drybar also provides private event offerings with customizable styling options and a fun atmosphere for groups of all sizes.

"We are thrilled to have the Drybar Hingham shop join the Tejvi Holdings Family, making it the 18th shop in our Drybar portfolio! With our entire focus on the health and beauty space, our Drybar teammates can't wait to give Hingham customers the best blowout experience by providing confidence and happiness in a fun and beautiful environment," said Tejvi Holdings president, Suresh Vanukuru.

"We're thrilled to welcome Drybar to Derby St. this fall! Drybar is a service that our community has been asking for, and we know their expert blowouts and chic, fun atmosphere will perfectly complement Derby Street's offerings in beauty and wellness. Drybar allows us to provide our guests with even more convenient opportunities to look and feel their best," said Caroline Hessberg, general manager of Derby Street Shops.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540