

Franchising USA

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BLO BLOW DRY BAR ACHIEVES SIGNIFICANT GROWTH AND SUCCESS IN THE FIRST QUARTER OF 2019

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Blo Blow Dry Bar, the original blow dry bar and the world's largest blow dry bar franchise, announced that its successful development efforts throughout the first quarter have accelerated the brand's growth, opening 11 new locations and signing new franchise agreements that will further expand Blo's presence nationwide. This surge in franchise development has fueled Blo Blow Dry Bar's ongoing success, achieving 15 consecutive months of positive year-over-year same-store sales growth.

"Blo brings an affordable luxury to the communities we're in and with a demand for the services and experience we provide, we're accelerating development in new and existing markets. We're eager to build on this momentum to make our catwalk-quality blow outs accessible to women worldwide," said Vanessa Yakobson, CEO of Blo Blow Dry Bar.

Blo has grown its northern footprint with the addition of two new bars in Manhattan, as well as new openings in Northern Baltimore, West Orange and Franklin Lakes, New Jersey and two new locations in the brand's hometown of Toronto. Atlanta welcomed a new bar in East Cobb, which marked the third of six locations slated to open in the greater Atlanta area this year. Additionally, Blo opened new bars in Denver and Chicago and also introduced its "no cuts, no color" concept to Iowa with the state's first location in the Quad Cities. The company is further driving its franchise development with the signing of three franchise agreements bringing new locations to markets including Chicago, South Florida and the Philadelphia metro area.

Learn more at franchise.blomedry.com