


 LLOYD
BUILDING


Co-owners Natalie Angelillo and Jacquie Byrne welcome customers to their blow dry and style bar.

POP QUIZ: WHERE CAN YOU GO THE NEXT TIME YOU FIND YOURSELF A) CAUGHT IN THE RAIN, B) HEAD-ING FROM THE GYM TO THE OFFICE, C) GOING OUT AFTER WORK, OR D) SIMPLY WISHING FOR A FRESH LOOK?

The answer to all of the above is Swink – Seattle's first blow dry and style bar.

Swink, which opened in November, is located on the retail level of the Lloyd Building on Stewart Street. It's easy to spot Swink with its swirly sign; it makes you think windblown in a model-quality way.

How does the service work? Simply walk in and choose a style from the blow dry menu for both short and long hair, including relaxed curls, half up-half down, ponytail,

Get Swanky at Swink

or sleek and straight. A stylist washes your hair if necessary and creates the chosen look, using Davines products and primping tools. Roughly 30 minutes later, you can get on with the day looking like yourself – only better.

The brains behind the blow dry bar are co-owners Natalie Angelillo and Jacquie Byrne. These savvy professionals have business management in their blood, having served as CEOs, marketing consultants and retail specialists for Starbucks, Nordstrom, Getty Images and various start ups. "We have hired a talented team in styling and makeup and trained them in the step-by-step procedures to create each look," Natalie says.

Jacquie adds: "Regardless of which stylist a customer gets, we want to offer a consistent styling experience." Warm and welcoming, efficient without feeling rushed.

Speaking of customer experience, welcome is exactly what Swink feels with The Vance Corporation. "We instantly clicked with the Vance team," Natalie says. "They get who we are; they want us here."

Plus the retail space is ideal for the co-owners' vision for their first blow dry bar. (They plan to open additional locations in the future.) "Swink is close to the prime downtown shopping district and within walking distance of upscale hotels, boutiques, gyms and the Federal courthouse – all perfect markets for the service," Natalie says.

Why Blow Dry?

Blow dry salons are already popular in London, New York and Vancouver. Natalie and Jacquie think the Swink concept will work in Seattle, especially with the wet weather and active lifestyles. "Professional men and women, people-on-the-go...they all want to look polished but they don't have much time," Natalie says.

Swink does not offer haircut or color services so it differs from hair salons. "Our customers won't feel like they are cheating on their regular stylist," Jacquie says. However, customers can use the blow dry service to experiment with different styles, such as straightening, without making a permanent decision.

The co-owners say Swink is economical, too. While you may not want to shell out money for a new outfit, you can have great hair for a reasonable price.

Complementing the blow dry, Swink offers make up services and eyelash extensions in the appropriately named Lash Lounge. The lounge will also be available for bridal, bachelorette and small birthday parties for females ages 6-106.



Swink Special

From now until December 31, 2009, Vance tenants will receive \$10 off a 30-minute blowout between 9:00 AM and 12:00 Noon on Tuesday through Friday. Simply flash your business card to save on your new hairdo.

But perhaps the best part about Swink is the ability to simply walk in and get started. Beyond special occasions, Natalie and Jacquie hope people will come in on the spur of the moment. "If a customer is having a bad hair day, we're here to help them out," Natalie says.

Initially, hours will be Tuesday and Wednesday from 9:00 AM-6:00 PM, Thursday and Friday from 9:00 AM-8:00 PM and Saturday from 10:00 AM-8:00 PM, with extended hours available by appointment.



A customer tries out the sleek and straight style.

