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Client:

GlowDry

Project Description:

Create digital brand identity for a blow dry and makeup bar.

Scope of Work:

Copywriting includes window banners in prime Buckhead location in Atlanta, print collateral, apparel for employees featuring the tagline Ready. Set. Glow, editorial direction for initial blog entries, social media messaging, and all website copy.



GLOWDRY: EVERY WOMAN DESERVES TO GLOW

GlowDry is an Atlanta-based beauty bar specializing in blow dry and makeup services in a luxe space designed to make you look and feel like a million bucks.

...



52 Weeks of GLOW

Come to GlowDry 5 times in the month of March and enjoy a blowout or full face makeup application (or any service of \$40 or more) to be eligible for a drawing on April 1st. The winner will get one blowout a week for an entire year – 52 blowouts! [Learn more.](#)



Living Proof Hair Products

GlowDry now carries the entire line of Living Proof haircare and hairstyling products. We are loving this new product – especially the way it holds your style for days! There is product for every hair type. Not to mention, all Living Proof products are sulfate free, paraben free, silicone free, oil free and color safe. Come on in to GlowDry and see what the Living Proof buzz is all about!



GlowDry + IceBox= FABULOUS!!!! Had such a great time doing Cryotherapy today! Who needs 7 minutes in heaven when you have 3 minutes ;)

Posted 2 hours, 3 minutes ago

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GlowDry
@MvGlowDry



THE GLOWDRY EXPERIENCE

About Us

→ The Experience

→ The Space

→ The Team

→ FAQ

At GlowDry, we know our clients multitask like it's a professional sport, so we believe recharging is critical. At our blowout and makeup bars, expect to be pampered, get gorgeous and walk out our doors as your best self. To us, it makes no difference if you're celebrating with bridesmaids, getting dolled up for a special occasion, or if this is a daily lunchtime ritual.

You have two jobs here ... to relax and let us make you head-turningly beautiful.



TRADITIONAL WITH AN EDGE

About Us

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GlowDry collaborated with Atlanta design maven, Heather Hogan Roberts, for a sophisticated aesthetic where East Coast prep meets West Coast glamour. Using a crisp palette of navy, white and gray in a variety of fabric textures and patterns, the overall vibe is sleek modern with pops of personality. We like to think of it as if you're hanging out in your most stylish girlfriend's master bathroom getting lovely.



THE GLOWDRY TEAM

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Paige Perkins, Owner

Favorite Style: Beachy Waves

Favorite Tool: My Team

Paige Perkins grew up envious of all the other girls who could expertly apply mascara without using so much as a mirror. While primping wasn't her strong suit, business, specifically in the retail and fashion sectors, was. Armed with an Ivy-league undergraduate degree and MBA from Emory University, Paige took the corporate world head-on with clients including Gap, Coach, American Express and Alternative Apparel. GlowDry is her first venture in the beauty industry (unless you count being a blowout bar devotee). Though she'd never say it herself, Paige has both beauty and brains in spades.

Jessica Joslin, Manager

Favorite Style: Relaxed Updo

Favorite Tool: Hands

Jessica takes organization to a whole new level, elevating her to rockstar status in the world of GlowDry. While she's a stellar stylist and Aveda Institute graduate, her true skills are in scheduling and managing people. To foster her creative side, she works with Lifetime television on photoshoots and continues to be on-call for select clients in their home. Quite frankly, GlowDry would not survive without Jessica.



Raina Gaon, Assistant Manager

Favorite Style: Signature

Favorite Tool: Hands

Raina is an incredibly hard worker who loves working at a salon that combines both her loves ... hair and makeup! Trained at the Paul Mitchell School, she is of the mindset that making women feel gorgeous is priceless. We love Raina's mantra, "It doesn't matter what you're wearing, as long as your hair and makeup look fabulous, you look like a million bucks."

MEMBERSHIPS AND PACKAGES

Beauty Bundles

20-Pack Hair or Makeup \$720 (\$80 savings)

10-Pack Hair or Makeup \$375 (\$25 savings)

5-Pack Hair or Makeup \$190 (\$10 savings)

Buy A Bundle

VIP Memberships

Six Months \$1800

52 blowouts or makeup services

\$280 savings

Twelve Months \$3200

104 blowouts or makeup services

\$960 savings

Memberships can be purchased in-store or over the phone and are valid for blowouts or makeup services or a combination of both.

Membership benefits include an average of 2 services per week.

All benefits must be used within the six or twelve month period.

Beauty bundles and memberships are based on our standard hair and makeup offerings – add-ons and up-dos will incur an additional charge.

NEWS AND EVENTS



GlowDry on Daily Candy

August 20, 2013 by Paige

Check us out on Daily Candy! We are so excited for our first real bit of press. Perfect timing for our grand opening this Saturday! Check out the full article here....

[Read more →](#)



Fall 2013 Trends We Love

August 18, 2013 by Dana

Fall 2013 Trends We Love Here are the looks we're most excited to see this autumn. Metallic Eyes Images: 1, 2, 3...

[Read more →](#)



Q&A With Heather Hogan Roberts

January 21, 2013 by Dana

Q&A With Heather Hogan Roberts Our internal design guru is Ivy and Vine owner, Heather Hogan Roberts. She's created an environment within GlowDry that is so chic, so fun, and so stunning that we couldn't wait to get all the details on her aesthetic. What was [...]...

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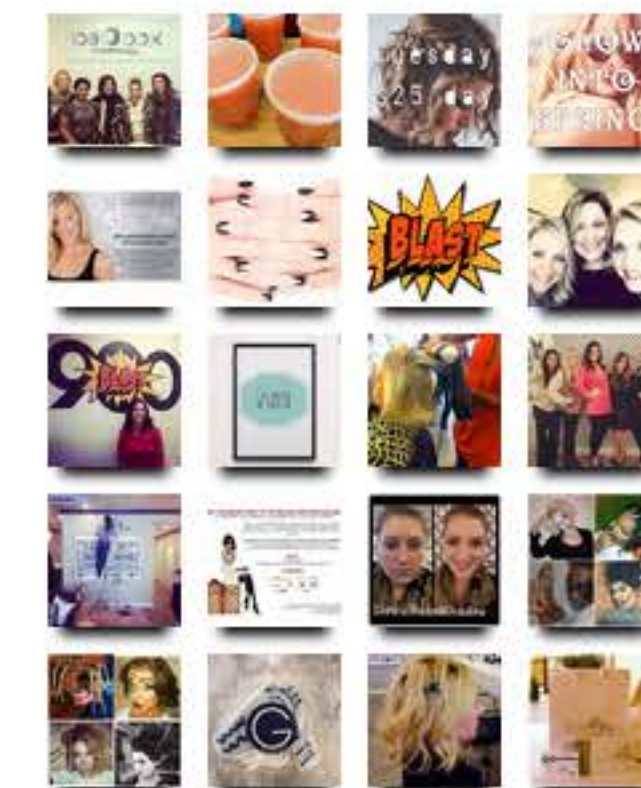
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GLOWDRY LOYALTY PROGRAM

Come here often? We love to reward our frequent clients with points (one for every dollar spent) redeemable at GlowDry for retail product, hair add-ons and makeup applications.

Sample Point Values

200 Points \$10 to spend

400 Points \$20 to spend

600 Points \$30 to spend

1000 Points \$50 to spend

2000 Points \$100 to spend

[Check Your Points Balance](#)

Q&A With Heather Hogan Roberts



Our internal design guru is Ivy and Vine owner, Heather Hogan Roberts. She's created an environment within GlowDry that is so chic, so fun, and so stunning that we couldn't wait to get all the details on her aesthetic.

What was your inspiration behind the interior of GlowDry?

I wanted it to feel like you are inside of a yacht – pops of navy, white and grey with chrome accents. I am from the North Shore of Boston, so to me navy and blue are quintessential New England colors (not to mention the colors of my alma mater Hamilton College!). It's a little bit preppy with a chic, modern twist! I also wanted to bring in some vintage, reworked pieces in a fun way since that's what Ivy and Vine is all about.

I adore the chandelier, mirrors, and desks inside GlowDry ... all are killer. How did you source those items?

The main chandelier is the large Sputnik by Jonathan Adler. I have always loved using large, statement lighting and have been using a lot of Jonathan Adler lighting in my projects. I thought the Sputnik chandelier would work well inside the custom fretwork tray ceiling and emit some fun rays of light in the center over the seating area.

I'm most proud of the custom navy lacquer mirrors for the hair stations, as well as all four custom desks – one reception desk with fretwork detailing on front, beverage bar behind it, and the two makeup bars with David Trubridge coral pendants overhead.



You juggle a lot in a day—residential and commercial interiors clients, your online site Ivy and Vine, a husband and three adorable children—any shortcut tips for looking so pulled together?

Make tons of lists. I have a constant stream of lists in my iPhone that keep me somewhat organized. I am forever in my car going to client appointments, going to the fabric store, Fed Ex, and my workrooms most of the day, so that's my virtual office. My iPhone is my lifeline.

Who is your personal style icon?

I would have to say my grandmother. She always had amazing personal style, and knew how to accessorize her outfits well, which translated into her home decor. Thanks to her, I inherited a fun mix of antiques as well as a ton of vintage Lilly Pulitzer.

On January 21, 2013 / [Styles & Looks](#) / [Leave a comment](#)

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