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BLOW DRY BAR HEATS UP MIRACLE MILE

MIAMI BEACH, FL – March 20, 2015 – The Blow Bar, a phrase unknown to the male demographic, but certainly one that the women of America are well versed in as a ‘quick-stop’ hair regiment, has a new player in South Florida, Cherry Blow Dry Bar.

Terranova has embraced this hot trend and has signed a 7-year lease with Cherry Blow Dry Bar for 1,365 square feet at 210 Miracle Mile, projected to open in August in the heart of Coral Gables.

With Miami’s heat and humidity at a constant, it’s no surprise why women flock to the blow dry bars so that professionals can take over and tame their manes. “As soon as a customer walks into Cherry Blow Dry Bar salon, they’re instantly transported to a world of celebrity-level luxury, the kind of place they read about in magazines,” says founder and CEO Nathan Cureen. “It’s an ideal place to prepare for the day, or let the stress of the day go with a complimentary glass of champagne while they get ready for the evening.”

Founded in 2008 in Sydney, Australia by Cureen, Cherry Blow Dry Bar quickly grew to over 23 locations in Australia and began franchising in the United States in 2012. “Being one of the first Blow Dry Bar concepts in Australia we received a huge amount of interest from the United States and the South Florida market has always been identified as a key market, from a consumer profile it ticks all the boxes,” says Cureen. Coral Gables was always a top location for Cherry Blow Dry Bar, says owner Yany Moreno. “It has always been a benchmark for success and its exceptional quality of life. I am very excited to become part of this great neighborhood and provide our services to everyone.”

Cherry Blow Dry’s new location will be on one of the most desirable intersections in Coral Gables’ central business district, Ponce De Leon Blvd and Miracle Mile. “Miracle Mile is the original Main Street of Coral Gables and Cherry Blow Dry Bar is the perfect fit for this pedestrian-friendly neighborhood,” says Terranova’s executive vice president Mindy McIlroy who represented the landlord in the deal. Terranova’s commercial associate India Turkell represented the tenant in the transaction. “There new location will be at the center of a unique city with a concentration of commercial activity,” says Turkell.

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Terranova Corporation, South Florida’s leading commercial real estate advisory firm, currently is involved with commercial real estate assets for its clients and its own portfolio valued at over \$1 billion. Terranova offers complete commercial real estate services, including asset and property management, leasing, tenant representation, acquisitions, dispositions, financing, construction management and development.

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