

BLOWING UP A BRAND NEW BEAUTY CATEGORY

Case Study

drybar®

When Drybar first launched its simple but radical concept — “No cuts. No color. Just blowouts.”— the founders knew they had something special. What they didn’t yet know was how to translate that idea into a scalable, national retail model. **That’s where The Greenberg Group came in.**

Greenberg Group served as Drybar’s Exclusive National Retail Real Estate Advisor from its early expansion phase through its growth to over 125 locations nationwide. The collaboration between Greenberg Group and Drybar’s leadership team helped define how an experience-based, service-driven brand could thrive in a retail environment typically dominated by product-centric brands.



The Greenberg Group, Inc.
Real Estate Advisors to Leading Retailers

Drybar Challenges

Drybar's success depended on translating a simple idea into a scalable retail model, without losing the intimacy and accessibility that made it special.



- **Created an entirely new retail category:** Founders Alli Webb and Michael Landau pioneered the “blowout-only” salon model—offering style without cuts or color—and needed a real estate strategy to match their disruptive concept.
- **Early momentum, limited footprint:** With roughly 20 locations open and strong consumer buzz building, Drybar was poised for national expansion but required a data-driven approach to maintain brand consistency.
- **Market selection challenge:** The founders needed to identify the right markets where target customers—professional women seeking affordable luxury—lived, worked, and shopped, ensuring each location fit the lifestyle profile of the brand.
- **Balancing growth with experience:** Scaling quickly meant maintaining accessibility, profitability, and a premium-yet-approachable feel, ensuring that every new salon preserved the intimacy and experience that made Drybar iconic.



Our Approach

Greenberg Group was engaged as Drybar's Exclusive National Real Estate Advisor, developing a disciplined and data-backed site selection process. The collaboration focused on:



- **Exclusive national partnership:** The Greenberg Group served as Drybar's Exclusive National Real Estate Advisor, creating a disciplined, data-backed strategy to guide every stage of the brand's retail expansion.
- **Rigorous, data-driven site selection:** Each recommended location was supported by a detailed 20-page market report evaluating trade area income, daytime population, co-tenancy mix, traffic flow, access patterns, and visibility—culminating in a single, best-site recommendation per market.
- **Aligned incentives and transparent fees:** To remove conflicts of interest, The Greenberg Group replaced traditional percentage-of-rent commissions with a flat, landlord-paid fee—typically around \$30,000—plus a modest retainer. This ensured objective recommendations and delivered a full research and site selection team for a predictable annual cost.
- **End-to-end real estate execution:** The Greenberg Group managed market prioritization, site evaluation, negotiation, and landlord communication, freeing the founders to focus on brand and operations. As the company expanded through franchising, the firm maintained oversight to ensure every location met the same standards of accessibility, profitability, and brand consistency.



Results

Over eight years, Greenberg Group guided Drybar's growth from approximately 20 to 125 stores nationwide. The partnership helped establish Drybar's presence in premier markets including New York, Dallas, Chicago, and Los Angeles, while maintaining profitability through disciplined site selection. A defining example came in Dallas' Highland Park area, where Greenberg Group recommended a less-expensive but high-access location surrounded by complementary beauty services—a move that proved to outperform expectations.

By the time the company began attracting significant private equity interest, **Drybar's real estate portfolio had become a model for how a service brand could scale nationally without losing its essence.**



Drybar | Miracle Mile Shops Las Vegas Location

Greenberg Group's data-driven discipline, conflict-free fee structure, and hands-on partnership enabled Drybar to move fast, choose wisely, and build a national footprint that reflected its unique customer promise. **Greenberg Group's strategic partnership helped transform Drybar from a single-location disruptor into an iconic, category-defining brand.**

Your next great location starts with insight.



The Greenberg Group has guided some of the world's most recognizable retail names through national growth — aligning strategy, market intelligence, and operational realities to unlock scale. Whether you're expanding regionally or nationwide, our advisory team helps you move faster, smarter, and with confidence.

Connect with us to explore what's possible.