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## **GROSSMAN DEVELOPMENT GROUP ANNOUNCES BLOW DRY BAR SALON OPENING IN LAKEWAY COMMONS**

SHREWSBURY, MA – Grossman Development Group (GDG) is pleased to announce that Lakeway Commons will be home to the first Cherry Blow Dry Bar in Massachusetts.

The new salon will be owned and operated by Jeeva Sivaprakasam and Prema Jeevanantham. The couple is estimating a late fall opening.

“We are excited to introduce this amazing lifestyle and beauty concept to the area,” Sivaprakasam said. “Cherry Blow Dry Bar’s top-tier, convenient and affordable world class beauty experience is what really stood out to us. With the unique membership model, Cherry Blow Dry Bar is a place where women can come together, relax and treat themselves, no matter the occasion.”

Cherry Blow Dry Bar offers blowouts for hair of any length. Customers can choose from the salon’s styling menu of hairstyles, from updos and beachy waves to braids and voluminous curls. There are also three types of monthly memberships.

Although Cherry Blow Dry Bar primarily focuses on blowouts, other services such as hair extensions, treatments, makeup application, eyelashes and scalp massages are also offered.

“We are very excited to welcome Cherry Blow Dry Bar into the Lakeway Commons family of tenants,” GDG President & Managing Principal Howard Grossman said. “This latest addition is another example of the varied mix of retail, restaurants and services that make Lakeway Commons unique and a frequent destination.”

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