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GROSSMAN DEVELOPMENT GROUP ANNOUNCES DELLARIA SALONS AT LAKEWAY COMMONS

FRAMINGHAM, MA – Grossman Development Group, LLC (GDG) has announced that Dellaria Salons is confirmed to open in Lakeway Commons at 192 Turnpike Road in Shrewsbury, MA.

The opening will mark the 19th Massachusetts location for the Cambridge-based salon business since its inception in 1962, when it was started by notable industry stylist and mentor John Dellaria.

“We are thrilled with our new opening in Lakeway Commons,” said Dellaria Salons Regional Fashion Director Franco Di Rienzo. “Hair is fashion and we are eager to showcase the affordability of Dellaria’s precision service and the beautiful styles we create to the community.”

The 375,000 square foot mixed-use lifestyle development is anchored by a 50,000 square foot Whole Foods and includes 100,000 square feet of restaurant, retail and professional service space, in addition to apartments and townhomes.

“From the beginning we have targeted retail tenants that provide the highest-quality service to Shrewsbury and the surrounding communities,” said Jeremy Grossman, Principal at Grossman Development Group. “Dellaria Salons is a tremendous brand and operator in the salon business and we are thrilled to have them as a tenant at Lakeway Commons.”

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About Grossman Development Group, LLC: Based in Framingham, MA, Grossman Development Group, LLC (GDG) is a real estate firm specializing in retail and mixed-use development, redevelopment and acquisition whose strategy is achieved by a combination of a sustainable merchandising strategy, creative deal-making and thorough financial analysis. For more information about GDG, please visit www.grossmanre.com.