

About the brand



NO CUTS. NO COLOR. JUST BLOWOUTS.

Drybar is the brainchild of longtime hairstylist Alli Webb. Like most great ideas, this one came out of personal necessity. Always in search of a terrific and affordable blowout for her own naturally curly hair, Alli became frustrated with the lack of choices. Her vision was to create a fun, beautiful “anti-salon” experience where women could get an incredible blowout in a beautiful space and at a reasonable price.

The first Drybar opened in the posh Brentwood neighborhood of Los Angeles, and it was an overnight sensation. Since then, Drybar has added locations throughout Southern California, New York, San Francisco, Dallas, Atlanta, San Diego, Scottsdale and Washington, D.C. Drybar has been featured prominently in the media including in The New York Times, Los Angeles Times, InStyle, Vanity Fair, Vogue, Allure, Cosmopolitan and on the “Today” show. It was named one of Entrepreneur magazine’s “100 Brilliant Ideas.”

THE SECOND ACT

Webb initially began developing her own line of styling products and tools in 2010 purely out of necessity. She needed products and tools that would stand up to Drybar’s rigorous demands. So she partnered with some of the best labs and manufacturers in the world to create a select line of products and tools carefully crafted to achieve the perfect blowout.

The centerpiece of Drybar’s line is Buttercup, the company’s iconic yellow blow dryer mascot. Used at Drybar shops nationwide, this blow dryer has been designed to be strong enough and light enough to achieve the stellar results Drybar has become known for.

THE PERFECT BLOWOUT, NOW AVAILABLE AT HOME

Drybar’s stylists do hundreds of thousands of blowouts every year. They’ve learned what works and what doesn’t. And now they’re sharing it with the world.

Although nothing will ever completely replace the magic (and fun!) of having a professional stylist do your hair, Drybar products and tools will make a world of difference every time you blow out your own hair at home.



drybar[®]

*Information
provided by Drybar*