**FOR IMMEDIATE RELEASE**

**Media Contact:**

Marya Purrington

The Fearey Group for The Shops at The Bravern

(206) 343-1543 or [bravern@feareygroup.com](mailto:bravern@feareygroup.com)

**The Bravern Signs Lease with Gene Juarez Salons & Spas for Retail Space**

*Gene Juarez Salons & Spas plans to relocate and open a sleek, new modern salon & spa of the future*

**BELLEVUE, Wash. – Oct. 27, 2016 –** The Shops at The Bravern in Bellevue, and Gene Juarez Salons & Spas today announced that Gene Juarez has signed a lease as the newest luxury tenant at The Shops at The Bravern.

Gene Juarez, the largest salon and spa in the Pacific Northwest, will occupy the top floor of The Bravern, offering approximately 17,000 square feet of salon, spa and retail space. The salon and spa plans to relocate its current Bellevue location to The Shops at The Bravern in the summer of 2017.

“We have been looking to relocate into a new space in Bellevue for quite some time,” said Scott Missad, president and chief executive officer of Gene Juarez. “When this new space at The Shops at The Bravern opens, it will showcase a new concept and design for our salon moving forward. We know our customers will absolutely love the new amenities, layout, exclusive features and design of the location at The Bravern when it opens next year.”

The Shops at The Bravern, with more than 300,000 square feet of retail space, will give Gene Juarez customers a beautiful new experience. Offering free customer parking, as well as a fee-based valet service for salon and spa guests, the new location will be easy for people from all over the Greater Seattle Area to access. The new location offers easier access to the freeway as well as the Bellevue Transit Center directly adjacent.

“We are wonderfully excited and proud to have the flagship location of Gene Juarez be relocated to our property at The Shops at The Bravern,” said Barry Lustig, executive vice president of Ashkenazy. “The entry of Gene Juarez will further define The Bravern as the ultimate place to shop for style and fashion, as seen in Neiman Marcus and with our wonderful collection of global luxury retailers and restaurants.”

Gene Juarez will be working with its construction team to transform the new space into a welcoming Pacific Northwest loft-style oasis. Guests will experience the same level of customer service they are used to at the current Bellevue location, but with new experiences and a beautifully designed space. To accomplish this, Gene Juarez has selected SkB Architects as a key partner in design.

“The new Gene Juarez at The Bravern will be a departure from the traditional style you see in our salons and spas today,” said Missad. “We’re still in the early design stage, but what I can confidently say is that we’re working with a team of professionals who are focused on creating the most modern ‘look and feel’ salon, while respecting the heritage of the Pacific Northwest salon. We’re taking Gene Juarez’s legacy as an industry trailblazer and are looking ahead to the future as we build this new location at The Bravern.”

**About Gene Juarez Salons & Spas**

Gene Juarez Salons & Spas operates 10 locations in the Seattle area, as well as two cosmetology schools. Gene Juarez, known as the region’s premiere fashion and beauty destination, offers a complete range of award-winning salon services and exclusive spa treatments essential to maintaining your personal image, health and well-being. Its designers, artists and therapists offer the highest level of expertise in hair with design and color customized for each individual. The award-winning salon and spa team undergoes rigorous training and continuing education to stay on top of the latest cutting-edge techniques and trends, to offer customers an unparalleled level of service and skill. Guests can be assured that they are receiving personal treatments and results as unique as each guest. The spas are known as the ultimate retreat with aromatic essences, soothing sounds and luxurious surroundings.

**About The Shops at The Bravern**

The Shops at The Bravern is the premier destination for luxury shopping in one location in all of the Pacific Northwest. Opened in 2009, the mixed-use development encompasses The Shops at The with fashion retail, lifestyle services and premier restaurants anchored by the 125,000-square foot Neiman Marcus; The Bravern Signature Residences in two elegant towers; The Bravern Office Commons featuring two towers fully leased to Microsoft; and abundant self or valet parking. The Shops at The Bravern offers a sophisticated collection of fashion retailers, restaurants, and services, many making their debut in the Pacific Northwest. Current tenants include Gucci, Hermès, Jimmy Choo, Louis Vuitton, Prada, Salvatore Ferragamo, and more. For more information, call (425) 456-8780 or visit [www.thebravern.com](http://www.thebravern.com).

###

**Social Media Messages**

“Big news out of Bellevue this morning: @genejuarez is moving its Bellevue location to The @bravern in Summer 2017” (link to story)

[.@GeneJuarez](mailto:.@GeneJuarez) today announced its new concept salon & spa, which will open in Summer 2017 at The @Bravern. (Link to story)

Gene Juarez will open a new concept location at The Shops at The Bravern in Summer 2017. The new Pacific Northwest-inspired salon & spa will be a loft-like salon of the future. See more here: (link to story)