

FRAGRANCE AND PERSONAL CARE

## Saks offers blow outs at American Dream mall

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Consumers can now get a blow out as part of their shopping routing at the American Dream mall in New Jersey. Image credit: Velizar Ivanov

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By LUXURY DAILY NEWS SERVICE

U.S. department store chain **Saks Fifth Avenue** is collaborating with Blo Blow Dry Bar to bring consumers the ultimate haircare pop-up shop.

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The department store and blow dry bar are hosting the "Blo American Dream Pop Up" at the American Dream Mall for five weeks, offering visitors something special in conjunction with their shopping experiences, a destination for quality blow outs. Consumers can augment their American Dream trips by visiting the pop-up shop now through Oct. 25.

"Collaborating with Saks to bring a one-of-a-kind Blo Blow Dry Bar pop up location holds a special meaning to me," said Kari Valcich, franchise partner of Blo Blow Dry Bar, in a statement.

"I look forward to the Blo American Dream Pop Up becoming a beauty destination for both local and visiting luxury-minded shoppers."

### Dreaming of the ultimate blowout

The haircare brand has implemented a collaborative environment since its start and is aiming to evolve the pop-up model into a brand-building opportunity for franchisees/partners in additional markets.

The Blo American Dream Pop Up is aiming to benefit both Blo Blow Dry Bar and Saks Fifth Avenue, expanding the haircare's brand presence in existing locations and targeting ideal consumers, who often shop at Saks.



*The Blo American Dream Pop Up is aiming to benefit both Blo Blow Dry Bar and Saks Fifth Avenue, expanding the haircare's brand presence in existing locations and targeting ideal consumers. Image courtesy of Blo Blow Dry Bar*

"The chance to participate in high-profile projects is desirable to our franchisees and we look forward to exploring the potential of expanding partnerships, like this one with Saks, across our system," said Vanessa Yakobson, CEO of Blo Blow Dry Bar.

Earlier this month, the American Dream shopping experience in New Jersey got a lot more luxurious with its introduction of The Avenue.

Unveiled on Sept. 17, The Avenue is a new luxury section of shopping at the New Jersey retail and entertainment center, with Saks Fifth Avenue leading the portfolio. A luxury dining and shopping area, The Avenue also includes outposts from Dolce & Gabbana, Herms, Saint Laurent and more ([see story](#)).

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