

PRESS RELEASE

Blow Dry Express to Open in Aldgate

Blow Dry Express is set to open their second salon in London's trendy East End. The company have just completed on a retail unit in Barratt's Altitude Building in Aldgate. The new shop will be right at the heart of the Aldgate East regeneration area. An area which is poised to see tens of thousands of new retail space coming available as the regeneration gathers momentum.

Blow Dry Express has a new concept in hair styling: it offers fast, affordable blow dries for local residents and office workers. This is proving very popular and as SJ Lilwall, the Founder, says, "For women 'on-the-go' it is perfect, a blow dry in 30 minutes at very affordable prices."

Hurford Salvi Carr, acted for the Landlord on this letting. Javier Lauret from the Commercial Team in Aldgate office explained: "We are very excited to see the new retail concepts arriving, the area already has a number of luxury residential developments and together the neighbourhood is really taking shape. More occupiers are realising the potential of Aldgate East, it is being seen as a natural extension of Shoreditch and Spitalfields and the new developments will eventually include an exciting selection of high quality restaurants, shops and leisure propositions for the local residents and City workers. Our new office at 61 Alie Street is perfectly placed to help our clients take full advantage of the developments in this new market."

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About Hurford Salvi Carr:

Hurford Salvi Carr are an independent firm of property advisors and development consultants who specialize in the Central London property market. They have been selling and letting residential and commercial property in London since 1996 and pride themselves on their customer service and in depth knowledge of the local markets that make up the West End, City and Docklands.

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