

## Lifestyle hotels add Drybar blow-dryers to guestrooms and provide exclusive travel styling tips

**Chicago, Ill. (May 10, 2016)** – Today, [Hyatt Centric](#) hotels announced a new relationship with Drybar, the premier blow dry bar brand, helping guests look their best while shopping, enjoying a taste of the local cuisine and exploring a new destination.

Beginning this month, professional Drybar Buttercup Blow-Dryers will begin to roll out in every Hyatt Centric guestroom nationwide. Custom DIY tips and a how-to video from Drybar co-founder and chief creative officer, Alli Webb, will also be available to help travelers achieve the perfect “blowout” for their adventures.

“Hyatt Centric guests don’t live in a one-size-fits-all world. When traveling, they look for the personal touches they are used to in their daily lives,” said Jonathan Frolich, vice president of global brands, Hyatt Centric. “Our Drybar collaboration means Hyatt Centric guests will no longer need to pack their own hair dryers, leaving more room to fill their suitcases with what they need to explore the best of what the destination has to offer.”

The Buttercup Blow-Dryer features an ultra-powerful motor to get the job done fast and efficiently. Buttercup was designed for use by stylists at Drybar shops to deliver perfect, long-lasting blowouts to thousands of clients every day. Nanolonic™ Technology helps to break up water quickly for reduced dry-time. Nano beads within the dryer emit powerful negative ions that seal and smooth the hair cuticle, helping to reduce frizz, increase shine, and trap moisture inside for more healthy-looking, hydrated hair.

The video tutorial provides Webb’s well-tressed tips for well-traveled guests to achieve the perfect blowout in their hotel room. Webb’s travel style video created exclusively for the Hyatt Centric brand can be viewed above. The video will be available for Hyatt Centric guests to view in their rooms and includes everything from tips to keep hair tame while out of town, to how to freshen up second-day hair and how to protect your hair from humidity and wind.

“We are thrilled to help Hyatt Centric guests look their best while traveling for fun or on business,” said Webb. “Drybar is committed to making our clients feel like a million bucks, and now with Drybar Buttercup Blow-Dryers in Hyatt Centric guestrooms, guests can confidently style their hair and feel right at home, even when they’re away.”

In addition to Drybar Buttercup Blow-Dryers, travelers can also enjoy BeeKind eco-friendly bath and body products, Keurig in-room coffee brewing systems and JBL Wireless speakers rolling out in Hyatt Centric locations in the United States this month.

For further information:

### The Hyatt Centric Experience

Hyatt Centric is a brand of full-service lifestyle hotels located in prime destinations. Created for millennial-minded travelers who want to be in the middle of the action, Hyatt Centric hotels are thoughtfully designed to enable exploration and discovery. The lobby lounge is a launch pad providing guests with information about the most sought-after food, nightlife and activities the destination has to offer, sourced from a community of “in the know” local explorers. The bar and restaurant are local hot spots where great conversations, locally inspired food and signature cocktails can be enjoyed. Streamlined modern rooms focus on delivering everything guests want and nothing they don’t, including environmentally conscious bath products, Bluetooth-enabled electronics and restaurant to-go delivery service. A team of associates are always available to aid guests in their discovery of the destination and make the most of their stay.

### About Drybar:

Drybar is based on a simple philosophy: Focus on one thing and be the best at it. For Drybar, that’s blowouts. The idea was a natural one for curly-haired founder Alli Webb, a longtime professional stylist, who grew tired of overpaying for blowouts at traditional salons. Named one of the top “100 Brilliant Ideas” by Entrepreneur Magazine and one of New York Magazine’s Boom Brands, Drybar is on track to have over 70 retail locations by the end of 2016. The brand will continue adding to its popular line of hair styling products & tools sold both online and in its own shops, as well as at Sephora and Nordstrom in the U.S. and Canada.

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