

The Spot™ Salon Invites Phoenix to Bask in SpotLIGHT

FOR IMMEDIATE RELEASE

The Spot located at 3110 N. 16th street, Phoenix, AZ, will celebrate its one-year anniversary in style with SpotLIGHT, an intriguing event serving as the salon's official grand opening on Friday, March 23rd. Marking one year of service to the Central Phoenix community, SpotLIGHT will allow guests to experience the salon firsthand while mingling with the extraordinary team of Spot Salon Stylists.

Only one year after its launch onto the Arizona salon scene, The Spot has earned a reputation as a world-class hair destination with consistently inventive hair creations, incomparable service and stylish clientele. The Spot's ultra-chic renovated historic headquarters will play host for the upcoming SpotLIGHT event and invite guests to take part in Phoenix's newest trend in hair indulgence.

In celebration of SpotLIGHT, the Spot will roll out the orange carpet and treat partygoers to playful hors d'oeuvres and live entertainment featuring classical musicians and a collection of beats from DJ talents including local DJ Pablo Gomez, Shake's resident William F**king Reed, and Los Angeles-based DJ Dionne, resident of the Standard. Artist Ursula Xanthe Young, most recognized for her San Francisco-infused urban style, will showcase her "hair series" which will adorn the salon's interior. SpotLIGHT guests will be refreshed with complementary cocktails including custom "spot-tinis" created by CAMU's Carson Quinn exclusively for the event courtesy of Contact Magazine.

A limited number of lucky guests will receive commemorative Spot gift bags packed full of giveaways including fine hair care products courtesy of Davines®, the salon's preferred elite product line. In addition to other SpotLIGHT event happenings, Spot models will mix with guests while sporting eccentric hairstyles and exotic body make-up designs from the imagination of freelance makeup artist Moises Ramirez and Jo Roughan.

The SpotLIGHT event will kick off at 6:30PM and conclude at 9:30PM. Valet parking will be available with limited space.

Press Photo Opportunities and Media Visuals Including:

Fully body painted models designed by local makeup gurus Moises Ramirez and Jo Roughan with hair styled by The Spot.

The Spot's renovated, contemporary interior featuring custom aquarium fish tank stylist stations.

Debut of artist Ursula Xanthe Young exhibit featuring collections from her "hair series"

Fashionable SpotLIGHT guests arriving along the orange carpet entrance at the Spot Salon.

For More Information Please Contact

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RSVP by March 17th
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