



Drybar Now Open Inside Miracle Mile Shops

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Miracle Mile Shops, adjacent to Planet Hollywood Resort & Casino, announces **Drybar** is now open inside the famed shopping, dining and entertainment destination. The premier blowout salon known for its signature styling experience, has officially opened its newest and largest location on the Las Vegas Strip inside Miracle Mile Shops at Planet Hollywood. Guests can expect the brand's iconic feel-good atmosphere, expert stylists and flawless blowouts perfect for any Vegas occasion.

The reopening continues Miracle Mile Shops' momentum as a premier destination for beauty, fashion and lifestyle brands. Recent additions include Calzedonia | Intimissimi, Irv's Burgers, Tillys, Pop Mart and Lovisa, with more favorites coming soon such as Rocket Fizz Soda & Candy Shop, Briggs & Riley, Oculus Sunglass Boutique, SoulBelly BBQ, Te'Amo Boba Bar, Blue Martini, Puffy Cotton Candy and Ron Jon Surf Shop.

Founded on the philosophy of "no cuts, no color, just blowouts," Drybar has become a nationally loved brand celebrated for its expert techniques, signature product line and uplifting atmosphere. Guests can expect a refreshed experience from start to finish complete with shampoo, style and a dose of confidence to match, and can enjoy drinks and cocktails from Drybar's full bar during their service.

More information about Miracle Mile Shops can be found at www.miraclemileshops.lv.com.