



TCW

TODAY'S CHICAGO WOMAN

TWO TAKES ON
LUXURY

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Tame Your Tresses

No cuts. No color. But if you're a woman on the run, Blo.Dri is the place to hit for a quickie style.



LORI MONTANA AND SUE LEONIS

Pulled back in a rather unkempt ponytail, my hair clearly showed that I hadn't had styling time that morning. The fix? A trip to Blo. Dri, a River North salon specializing in styling, where my hair was washed, blown dry and styled into long, soft curls. I left transformed.

Friends for almost 30 years, and now business partners, Lori Montana and Sue Leonis recently launched Blo.Dri. While both women owned their own consulting businesses, neither have any background in hairstyling, so the new business partners mulled over a concept before they came up with the perfect niche salon. The idea came to Sue on a business trip to Jordan, where salons offering only blow-outs provide quick solutions to bad hair days. If you're looking for a full-service salon, look elsewhere.

Blo.Dri takes both appointments and walk-ins, with prices ranging from \$25 (for a basic shampoo and blow-dry, depending on hair length and texture) to \$50 (for the more indulgent Champagne Blo.Out). They'll also finish you off with the flourish of a flat iron or curling iron for an extra \$10-\$20. Such gentle pricing makes it affordable to visit the salon regularly. This works when you want to look fabulous for a night out after a hard day's work at the office, or want an updo, which few of us can master on our own.

"This is a retro, new version of the old," Lori says. "We wanted to have a contemporary twist because people don't have a lot of time." The salon, located in the former Le Magasin retail space, has a clean, contemporary look with nine chairs and appears to be filling a void. "We didn't just want to open a salon," Sue says. "We wanted to open a niche. We think there's nobody in the city that really does this." ■ **By Megan Yeiter**

Blo.Dri, 408 North Clark Street, 312.595.3000, www.blodri.com.