



Hair House celebrates grand opening & ribbon cutting at RXR's 360 Huguenot

July 12, 2022 - Front Section

New Rochelle, NY High-end hair salon Hair House celebrated its grand opening and ribbon cutting at its new flagship location within RXR's 360 Huguenot, a 28-floor luxury residential and retail development.

The NR Chamber was joined by award-winning journalist Katie Couric, Westchester County executive George Latimer, Westchester County legislator Damon Maher, NR Mayor Noam Bramson, NR Fire chief Andrew Sandor, NR City Council representative Martha Lopez, NR Development commissioner Adam Salgado, NR director of Economic Development Jorge Ventura, NR Economic Development manager Lisa Davis, NRBID executive director Karel Littman, RXR executive vice president of Construction Services Greg Clancy, NR Chamber president Rob Hayes, NR Chamber board members Carol Barrella, Andrew Feigenbaum & Ibanessa Hogan and executive director Catherine White as they welcomed Hair House owner Dana Fiore and staff.

Hair House, known for its celebrity client list and originally located in the Bronx, signed a 1,200 s/f, 10-year lease to occupy ground-floor retail space at 360 Huguenot. The new salon is complete with on-site parking and is located within a five-minute walk of the New Rochelle train station.

Hair House is a boutique salon offering haircuts, color, styling, manicures, pedicures, and makeup with quality techniques found only in Manhattan's most exclusive salons and is now located in Westchester County. With over 17 years of experience at the renowned Louis Licari salon and 15 years as a personal celebrity hairstylist, Dana Fiore and her team create haircuts and hair colors that are modern, chic, & timeless. Her work has been featured in Vogue, Cosmopolitan, Glamour, Good Housekeeping, Today, America's Next Top Model and more.

Couric said, "Dana is such a talented hairdresser. She knows how to work with so many different types of hair and almost has a sixth sense when it comes to figuring out what's right for a client. She's one smart cookie and I'm extremely proud of her!"

"We are very pleased to welcome Hair House to New Rochelle," said Mayor Bramson. "Thriving, well-known businesses like Hair House play an important role in strengthening our community, bringing life and energy to our growing downtown, and attracting loyal customers from throughout the New York region."

"The new salon at 360 Huguenot is terrific. Hair House reflects the style and atmosphere of the

building and is just the type of business you'd expect in such a luxury setting," said Hayes. "We're glad to welcome Dana and all the staff of Hair House to the City and the New Rochelle Chamber of Commerce."

"Our New Rochelle Downtown transformation continues with increased beauty and lifestyle choices for those who live here and visit," said Littman. "Hair House is quite the package of talent, skill, beauty and luxury that we are so pleased to add to our retail services mix."

360 Huguenot is a 28-story, 280-unit mixed-use building at the site of a former Loew's Theatre. The project is the first high-rise development to hit the market under the city's creation of a Downtown Overlay Zone in 2015, when it also designated RXR as Master Developer.

Greg Clancy (executive vice president Construction Services), Reed Zukerman (vice president Retail Leasing) & Richard Stein (External Affairs associate) from RXR were on hand to congratulate Dana on her vision and successful creation of Hair House's new salon in the burgeoning downtown.

"RXR is thrilled to officially welcome Hair House to 360 Huguenot and celebrate the salon's successful move to downtown New Rochelle. Hair House's move reflects a larger trend of small businesses moving to Westchester County due to affordability, a growing customer base and easy access to transit. As New Rochelle continues to evolve, as does our commitment to activating the local small business community and meeting the demand for dynamic retail space in the heart of Downtown," said Whitney Arcaro, executive vice president, head of Marketing & Retail Leasing, RXR.

"Thanks to the continued support of family, clients and friends, and the tremendously talented staff at Hair House, we were able to create and expand our business in just 5 short years. We are so excited to be located in downtown New Rochelle at 360 Huguenot and to be a part of the newfound energy and vibrancy of the city. Our team is ready to bring our NYC experience north to Westchester County," said Fiore. "I am especially grateful to my husband & daughter for their patience and support as I turned my passion into a business of which I am so unbelievably proud."

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540