

August 31, 2011

**VAIN announces upcoming opening of VAIN West Seattle hair salon and boutique**

***"VAIN West Seattle" to open this winter in the heart of the Alaska Junction; over a dozen new jobs to be created.***

\*\*\*\*

(West!) Seattle, WA- VAIN today announced that it will open a hair salon and boutique in West Seattle this winter. The salon, to be known as "VAIN West Seattle" (affectionately as "VAIN Westside"), will be the third VAIN in Seattle, joining the downtown and Ballard VAIN locations.

VAIN West Seattle will be located at 4513 California Ave SW, in the heart of the Alaska Junction.

VAIN West Seattle will be staffed by a mix of current VAIN hairstylists and new talent, and will include a large boutique area with accessories and jewelry. Services will include haircuts, hair color, extensions, and styling in a wide range of prices.

The boutique portion of VAIN West Seattle will comprise a large portion of the floor plan, adding to the fashion mix already present in the neighborhood.

The salon and boutique's opening is anticipated to create more than a dozen new jobs for local residents.

VAIN founder and styledriver Victoria Ptak, herself a West Seattle resident, said, "I love West Seattle's strong community spirit and commitment to building a vibrant, inclusive neighborhood. I couldn't be more excited about VAIN joining such a great collective of local businesses and having the opportunity to contribute a bit of spice to a part of the city that already has a lot of flavor."

VAIN West Seattle will open by mid-winter following an interior style transformation (hint: V is for VAIN... and vivarium!).

Visit the VAIN Blog ([www.vain.com/blog](http://www.vain.com/blog)) and follow VAIN on Twitter (@VAINbeautyworld) for updates on VAIN West Seattle's interior styling progress, employment opportunities, and opening details.

**ABOUT VAIN**

VAIN is a hair salon, boutique, and active community partner committed to the exploration of personal style. With salons in downtown Seattle, Ballard, and one on the way in West Seattle, VAIN offers hair, makeup and waxing services as well as accessories, jewelry and gift items for all budgets. VAIN was founded as a one-chair beauty supply by NYC transplant Victoria Ptak in Seattle's Belltown neighborhood 1996.

**For more information about VAIN, visit [www.vain.com](http://www.vain.com).**