



BABE BEAUTY BAR



## NEWS RELEASE

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### **BABE BEAUTY BAR TO OPEN IN HILLSBORO VILLAGE THIS SPRING, BRINGS 'POWER PAMPERING' TO NASHVILLE**

*Women to receive star treatment from professional makeup artists in elegant setting*

**NASHVILLE, Tenn., March 27, 2013**—[BABE Beauty Bar](#) today announced it will open its flagship store in the Hillsboro Village retail complex owned by H.G. Hill Realty Company in early May. And Nashville women will soon experience the latest concept in beauty: Power pampering.

Located at 1704 21st Avenue South, on the corner of 21st Avenue South and Wedgewood, BABE Beauty Bar specializes in providing professional makeup application services. BABE Beauty Bar's menu of makeup services is designed to appeal to women seeking on-the-go beauty—whether they wish to look their best for a special occasion, feel their best with a fresh new look or indulge in BABE Beauty Bar's posh setting for fun, girlfriend bonding time. The 1,700 sq. ft. BABE Beauty Bar store will feature 12 makeup vanities staffed by professional makeup artists in an elegant and comfortable setting.

BABE Beauty Bar founders Kathleen Smith and Nicole Payne are professional makeup artists and businesswomen who have represented international cosmetic brands. They developed the original BABE Beauty Bar in Nashville as a tribute to the makeup that graced the faces of vintage Hollywood while staying true to the modern woman. With a choice of six signature looks ranging from high drama to a natural glow, BABE's professional makeup services are intended to "bring out the beauty in everyone."

"We're thrilled to introduce Nashville women to a truly unique makeup and pampering experience that goes above and beyond the department store makeup counter," says BABE Beauty Bar Founder Kathleen Smith. "Each and every customer who sits down at one of our vanities will be given the star treatment, using the best makeup products, trends and techniques by our staff of trained, professional artists."

BABE Beauty Bar will be the first Nashville retailer to carry [FACE Stockholm](#) as its main cosmetic product line. In addition to individual makeup services by appointment, the store will also host private parties for small groups who want to get glammed up for girls'/moms' night out, birthday and bachelorette parties, fundraising events and other special occasions.

## **THE ORIGINAL BABE BEAUTY BAR TO OPEN IN NASHVILLE – Add one**

"We're pleased to welcome BABE Beauty Bar into Hillsboro Village," said Jimmy Granbery, CEO of H.G. Hill Realty Company. "The retailer's unique concept combined with the highly visible space and heavy foot traffic will certainly set them up for success."

"We chose Nashville as our flagship location for several reasons, including its business friendly environment, entertainment-related talent and strong female component of the city's personality," says Smith, a native of Tennessee.

BABE Beauty Bar is designed by Los Angeles-based environmental design firm Overpass Creative; Nashville-based Collaborative Studio is the architect of the space.

### **About BABE Beauty Bar**

BABE Beauty Bar provides professional makeup application—power pampering in a posh setting—to the women of Nashville, Tennessee. Founders Kathleen Smith and Nicole Payne, professional makeup artists and astute in the business of beauty, have worked for international cosmetic brands. They developed the original BABE Beauty Bar in Nashville as a tribute to the makeup that graced the faces of vintage Hollywood while staying true to the modern woman seeking on-the-go beauty and impeccable service. BABE stands for "Beauty Always, Beauty Everywhere." Whether you're in a makeup rut and seeking a fresh look, attending a special occasion or event where you'll be photographed, or in need of some fun, girlfriend bonding time, BABE is your personal vanity. For more information, visit [www.babebeautybar.com](http://www.babebeautybar.com).

### **About H.G. Hill Realty Company, LLC**

Since 1895, H.G. Hill Realty has built a legacy of service and stewardship in Middle Tennessee. In 1926, following the success of H.G. Hill Food Stores, Mr. H.G. Hill, Sr. incorporated H.G. Hill Realty Company into which he placed most of the property he had acquired over the years. Mr. H.G. Hill, Jr. took the helm of the Hill Companies in 1942 and continued the tradition of acquiring and developing property during his 51 years as President. It was during Mr. Hill, Jr.'s tenure that the concept of neighborhood shopping centers became popular, and H.G. Hill Realty Company began to develop a number of strip centers in Nashville suburbs, each of which was anchored by an H.G. Hill Food Store. In 1993, H.G. Hill Company sold the bulk of its food stores and focused its attention on the development of its vacant and underutilized properties, creating a dramatic increase in overall asset performance. For more information, visit <http://www.hghill.com>.

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