



Press Release

For Immediate Release

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Serenity Salon and Spa to Open at Pavilion Center in Coffee Creek

Chesterton, IN – Just in time for the inevitable pre-holiday scuttle, Northwest Indiana residents will be able to slip away from their day and surround themselves in serenity. Serenity Salon and Spa, the first salon of its kind in Northwest Indiana, is scheduled to open by mid-November in the Pavilion Center at Coffee Creek located in Morgan's Corner at the intersection of Dickinson and Sidewalk Road (1050 North).

Wendy Krantz, a stylist who has received training from world renowned stylists in New York, California and London throughout her career, is the owner of Northwest Indiana's newest salon and spa. Within her 15-year career, Krantz has 7 years of management experience and served 3 years as an educator. She recently received international training at the Advanced Hair Academy in London.

"Serenity is founded on philosophies involving unsurpassed customer service and a commitment to a high level of service through continuing education," said Krantz. "We will offer exceptional hair cutting skills from classic, timeless shapes to modern and trendy with the same rapport as other high end salon/spa locations that can only be found in Chicago, New York and other major cities."

In addition to offering a comfortable and friendly atmosphere, Serenity Salon and Spa will contain 8 hair styling stations, 2 manicure stations, 4 spa facial/massage/body treatment rooms and 2 pedicure stations that feature shiatsu massage chairs and the latest technology in sanitation through a pipe-less whirlpool system.

Perhaps one of the most unique features of this salon is that private yoga and tai chi lessons will be offered.

The salon will be an official Aveda product salon. Aveda uses all natural products and is a very environmentally conscious company. In addition to Aveda, other exclusive skincare and nail care products will also be offered. Master colorists will use Wella hair color, which is used by such well-known salons as Mario Tricoci, Vidal Sassoon and Toni and Guy.

Serenity will be located in Drake Builder's 1.5 acre project, a series of old-world style two-story buildings located at the northwest side of the intersection of Dickinson and Sidewalk Roads. The project's design features traditional architecture, with rear parking hidden from the street and an ideal location near Coffee Creek Center's beautiful 167-acre preserve.

Gift certificates are available for the holidays to pamper your loved ones with Serenity.

For more information on Serenity Salon and Spa, or to inquire about career opportunities available please call Wendy Krantz at (219) 929-1906. For Pavilion Center sales or lease information, contact Drake Builders at (219) 464-3200 or visit Drake Builders on the web at www.drakebuilders.com.