

GENE JUAREZ

SALONS & SPAS

Gene Juarez Salons & Spas Timeline

- **1971** – Gene Juarez opens Seattle’s first contemporary fashion salon in downtown Seattle.
- **1974** – Gene Juarez opens The Nordstrom Salon, in the original downtown Seattle Nordstrom.
- **1977** – The Advanced Training Salon opens.
- **1982** – Bellevue Salon opens next to Nordstrom in Bellevue Square, WA.
- **1983** – The Gene Juarez flagship salon opens at the Four Seasons Olympic Hotel, featuring world-class salon services.
- **1985** – The Southcenter Salon opens in Southcenter Mall in Tukwila, WA.
- **1986** – The Northgate Salon opens in Northgate Mall in Seattle, Washington, as a “mini-salon” but soon grows to 7,000 square feet.
- **1987** – Kenmore Beauty School becomes Gene Juarez Academy (North Seattle Campus).
- **1988** – The Tacoma Salon opens in the Tacoma Mall in Tacoma, WA.
- **1990** – The second Gene Juarez Academy opens, and is the largest cosmetology school in the Northwest (South Seattle/Tacoma Campus).
- **1996** – The Tacoma Salon & Spa becomes the first salon and spa location, and expands to nearly 10,000 square feet.
- **1997** – The Alderwood Salon opens in the Alderwood Mall in Lynnwood, WA.
- **1998** – The two-floor Downtown Seattle Salon & Spa flagship opens, featuring a fireplace, grand piano, water features and dramatic natural light.
- **1998** – A 9,000 square-foot Redmond Salon & Spa opens as an anchor tenant for the new shopping complex Redmond Town Center in Redmond, WA.
- **1999** – The Southcenter Salon & Spa moves and expands to double its previous size.
- **2000** – The Bellevue Salon & Spa eastside flagship location moves into the Bellevue Galleria and opens as the largest spa on the West Coast.
- **2004** – The South Hill Salon opens in South Hill Mall in Puyallup, WA.
- **2005** – The Alderwood Salon & Spa expands, adding massage and the Express Pedicure and Pedicure Lounge.
- **2006** – Evergreen Pacific Partners, a local equity firm, purchases Gene Juarez Salons and Spas from Gene Juarez and Michael Coe. Gene Juarez remains as advisor to the Company. Janet Denyer is appointed new CEO.
- **2007** – The Southcenter Salon & Spa moves to a new location inside the mall.
- **2007** – The Northgate Salon & Spa moves into a beautifully renovated space, continuing a Gene Juarez tradition of modern luxury.
- **2008** – University Village Salon & Spa, third flagship location opens at University Village in Seattle, WA.