



STRAIGHT TALK Alli Webb of Drybar gives tips and tricks in her new book, out in October.

BOOK LOOK

CROWN GLORY

Drybar founder Alli Webb will share her hairstyling acumen in a new book this fall. —Teresa K. Traverse

As a stylist for nearly two decades, Drybar founder **Alli Webb** knows the secrets to a perfect blowout. And now she's sharing her expertise in her forthcoming book, *The Drybar Guide to Good Hair for All* (\$25, Abrams Image). Her interest in hair started when she began taming her own curly, frizzy tresses.

"The first half of my life, I couldn't crack the code on getting a huge, smooth blowout," says Webb, who operates two Drybar locations in Phoenix and Scottsdale. "And it's just been this driver in my life forever."

On the pages, readers will find hair care tips, along with step-by-step instructions so as to recreate the styles on Drybar's menu, ranging from black-tie affair-ready updos to flowing curly locks. The book also chronicles her company's

history. After operating a mobile blowout business out of her car, Webb, along with her husband and brother, opened the first Drybar in Brentwood, Calif., to offer blowouts in a fun, sophisticated setting. She says the first spot was booked solid from Day One, and the company has since blossomed to include nearly 60 stores, including locations in Scottsdale Quarter and Arcadia.

"It was a natural step," says Webb of expanding to Arizona. "It actually was really well-received off the bat, and the stores continue to thrive."

She hopes the book, which hits stores Oct. 18, will further Drybar's mission.

"Drybar is all about making women look and feel their best," Webb says. "I want the book to inspire them."

HOT BODY

Raising the Bar

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