



Going for a thong at N.Bar!

Dubai, UAE, xx April, 2007 - N.Bar, the Middle East's first chain of nail treatment bars, has introduced the latest brand of funky footwear at the N.Dispensary, N.Bar's in-house retail boutique.

Always on the look-out for products which complement N.Bar's quality and fashion-focused principles, founder and CEO Negin Fattahi-Dasmal has made it a personal mission to provide the finest, hand-picked merchandise from around the globe to her customers. Her latest find is the name on everyone's lips Stateside - Mella footwear.

Once you've had the ultimate pedicure at N.Bar, you'll want to show those twinkling toes off to everyone. And what better way than by wearing the latest trend in thongs? Loved by celebrity fashionistas such as heiress Nicky Hilton, Mella footwear includes a selection of flip-flops so funky that you too can dare to bare.

Mella was founded in 2000 with the intention of creating the perfect pair of flip-flops. After perfecting the ultimate combination of style and practicality, the Mella flip-flop was born; sleek enough for the city, yet suitable for the surf. And with the Mella footwear range now available exclusively at N.Bar, you can treat your feet to a variety of colours, styles and materials.

Take a walk on the wild side with the Cheetah microsuede flip-flops, or the Camouflage elastic thong. Beach babes can dazzle in a rainbow of Terry towelling, or for a dash of 50s glamour, go for Gingham or the Lollipop Stripe. If you want to really pamper your pedicured feet, slip them into the deliciously sweet softness of Velvet.



From L-R: Cheetah Black, Velvet Violet; Lollipop Stripe Raspberry, Elastic Camouflage, Terry Raspberry, Elastic Gold.

Embrace those lazy days of summer, and linger on the beach long after the sun has set. There's a reason we all love flip-flops, and thanks to the N.Dispensary at N.Bar, that reason is Mella.

A unique brand by The Grooming Company

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About N.Bar

N.Bar is the Middle East's first chain of nail treatment bars. Revolutionising the notion of nail treatment, N.Bar turned what was previously a side service in beauty salons into a dedicated philosophy for nail care. With a menu of over 70 treatments, the award-winning N.Bar offers manicures, pedicures, nail extensions, massages, waxing, threading and more, from the quick essentials to a leisurely pampering.

N.Bar branches

Al Ghurair City	T: 04 228 9009	BurJuman (Faces)	T: 04 359 0008
Emirates Towers	T: 04 330 1001	Ibn Battuta Mall	T: 04 366 9828
Al Garhoud	T: 04 283 1200	Green Community	T: 04 885 3434
Grosvenor House	T: 04 399 9009	Palm Strip Mall	T: 04 346 1100

N.Bar awards and accolades

2006 Middle East Nail Competition 'Winner – Gel Master Category'
2005 Emirates Woman 'Best Nail Bar'
2005 Arabian Business 'Small Business of the Year'
2004 Al Tamooh 'Best Service'

About The Grooming Company

The Grooming Company is the parent company of three unique grooming concepts founded in the UAE – N.Bar, the Middle East's first chain of nail treatment bars, 1847, the region's first brand of dedicated grooming lounges for men, and JetSet, the region's first 'wash and blow dry' hair care concept. A fully-fledged division, WellBe, serves as the company's distribution arm for premium retail grooming products.

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