

Sally Beauty Supply latest addition to Blue Star shopping center in Watchung

WATCHUNG – Professional salon products retailer Sally Beauty Supply has leased 1,950 square feet at Blue Star Shopping Center. The 419,000-square-foot center, one of Somerset County's premier shopping destinations, is exclusively leased and managed by North Plainfield-based Levin Management.

Levin leasing representatives negotiated the long-term lease. Danielle Brunelli of **R.J. Brunelli & Co.** served as the tenant's broker in the transaction.

"Blue Star Shopping Center already is home to Hand & Stone Massage and Facial Spa, The Weave Shop and Roma Beauty Salon, making Sally Beauty Supply a wonderful complement to these personal care-focused tenants," noted Lowry. "Levin has a long-stand-

ing relationship with Sally Beauty Supply, and this tenant has wanted to enter the Watchung market for many years. This property's fashion and beauty co-tenancy and high consumer traffic were strong draws."

Sally Beauty is a destination for salon-quality products and exclusive brands. Each store is staffed with trained experts to help customers find their must-have beauty solutions. Products, ranging from hair care and color, to nails and pro-quality styling tools are priced to please and backed by Sally Beauty's Love It or Return It Guarantee.

About Blue Star

Located on the heavily traveled Route 22 retail corridor, between Terrill and Bonnie Burn roads, Blue Star Shopping Center serves a growing resi-

dential population of more than 250,000 people within a five-mile radius. The marketplace offers an average household income of \$135,600, and the daily traffic count is 60,000 vehicles.

Anchored by Kohl's, ShopRite, Marshalls, Michaels, Toys 'R' Us and Tuesday Morning, the center's impressive lineup of retail, restaurant and service tenants includes Dollar Tree, Petco, GNC, The Children's Place, Avenue, GameStop, Five Guys Burgers & Fries, Hibachi Grill and TGI Fridays, among others. For more information and current promotions, visit www.shopbluestarshoppingcenter.com.

Retail availabilities at Blue Star Shopping Center range from 1,900 to 5,300 square feet.

