

June 19, 2018

Arizona nail salon chain to begin statewide expansion in Cool Springs area

June 18, 2018



By BROOKE WANSER

In the span of a few days in 2006, Franklin resident Chris Conlee completed his first Ironman race and got his first pedicure.

“After the Ironman, my feet are exhausted and beat up from almost 12 hours of being on them,” he said of the race, which includes a 2.4 mile swim, 112 mile bike and 26.2 mile run.

To relax, he went to the nail salon for a foot massage and pedicure.

Since then, Conlee, who competes in triathlons, said he goes in for the service about four times each year.

Conlee, his wife, sister, and brother-in-law are preparing to open PROSE, a luxurious nail salon concept, in the Cool Springs area by the end of the year.

Two PROSE salons opened at the end of last year in Phoenix and Scottsdale, Arizona. The Cool Springs location will be the first of several locations in Tennessee, with planned salons in Clarksville, Memphis, Chattanooga, and Knoxville, Conlee, who is the area manager, said.

More salons are also slated to open in Arizona, and the first for Florida has recently been announced in Jacksonville.

PROSE's founder is Dave Crisalli, the former president and CEO of Massage Envy.

Conlee, who works in digital marketing for franchises, was fascinated when he heard about PROSE.

After a visit with his wife to Phoenix, the Conlees decided they wanted to bring the concept to the Nashville area.

"Dave [Crisalli] has created a very elegant and wellness-centric environment focusing on the health of not just hands and feet, but health and wellness of the staff," Conlee said.

Though nail salons received bad publicity a few years ago for low wages and unhealthy environments some standalone shops face, Conlee said PROSE aims to set "industry standards."

"We're not going to be doing certain services that could be harmful," he said; for example, acrylics will not be offered.

Sterilization and cleaning of supplies, he added, will be at medical grade standards.

But Conlee said what sets PROSE apart is both the consistency a chain offers and a membership option.

"A lot of people like to know they'll be able to walk in and get the same high quality, consistent service anywhere they go," he said.

The salon will have a high-end feel, with online booking available, 200 nail color options, and personal phone plugs at each station, "but we feel like we're going to be able to bring a luxury experience with a quality price," Conlee said.

Through a membership model, customers can purchase services at a bundle and share with family and friends. The first pricing tier is two services for \$70 each month.

Conlee said he hopes the salon will draw in not just female clients, but other men like him who could benefit from a little time for relaxation.

"That's another big goal of ours," he said, "taking health and wellness to hands and feet of not just women, but to men, too."

###