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Uptown Plaza adds new nail salon

By Tim Gallen – Digital Editor, Phoenix Business Journal

Uptown Plaza in central Phoenix has added a new nail salon.

Prose recently opened a 2,000-square-foot space at the renovated shopping center, which has been adding new tenants in recent years including some first-to-market companies such as Shake Shack (NYSE: SHAK) and Lou Malnati's pizza.

The new concept from former Massage Envy President and CEO David Crisalli opened its doors in November in Phoenix. Prose also plans to open a Scottsdale location in late January.

Crisalli leveraged his experience in the wellness industry to create Prose.

"I have been listening deeply to customers and the amazing people who perform important work and I concluded that we need to create a better experience for them both," Crisalli said.

Uptown Plaza underwent a major renovation three years ago thanks to Phoenix-based Vintage Partners. The group also brought fresh tenants to the mid-century shopping center at Camelback Road and Central Avenue.

The center is home to Sam Fox's Flower Child as well as a West Elm among others.

The AJ's Fine Foods at the center recently wrapped up a major renovation project.

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