

Destin

## **New luxury make-up store opens in Grand Boulevard**

**By Contributed Article**

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A new luxury make-up store is opening today in Grand Boulevard.

Bluemercury was founded in 1999 by the husband and wife team of Marla and Barry Beck. This high-growth luxury brand now boasts more than 170 specialty stores nationwide.

“We are excited to open our newest location in Miramar Beach,” Barry said.

“Bluemercury is a phenomenal amalgamation of luxury beauty and innovation and we are seeing tremendous results in the Florida market - dramatically above our expectations.”

Bluemercury had a rapid South Florida expansion in 2017. Miramar Beach will extend the brand’s reach throughout a larger part of the Florida market, aiming to serve the beauty needs of the affluent community.

“We study all aspects of client behavior, which makes us unique among luxury retailers,” touted the company in a press release. “The approach requires a two-day total immersion in every neighborhood where Barry Beck looks to site a Bluemercury. He seeks to understand how people live their lives, where and what routes they take to the gym when they get home from work, their favorite coffee place, where they buy their groceries, and more.”

Grand Boulevard was chosen based on this extensive local research.

“Our Florida client is incredibly chic, stylish and always on trend,” Barry said.

“They want the world’s best make up and skincare in convenient stores, close to their home. With this latest Bluemercury store, our 174th location, we bring luxury beauty products to the doorstep of Miramar Beach’s powerful women.”