

www.CioBelaSalons/Spas.com



CIO BELA

SALON | SPA | WELLNESS CENTER

IMAGE: TULUM, MEXICO

ESCAPE WITH US.

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INTRODUCTION / DESIGN CONCEPT

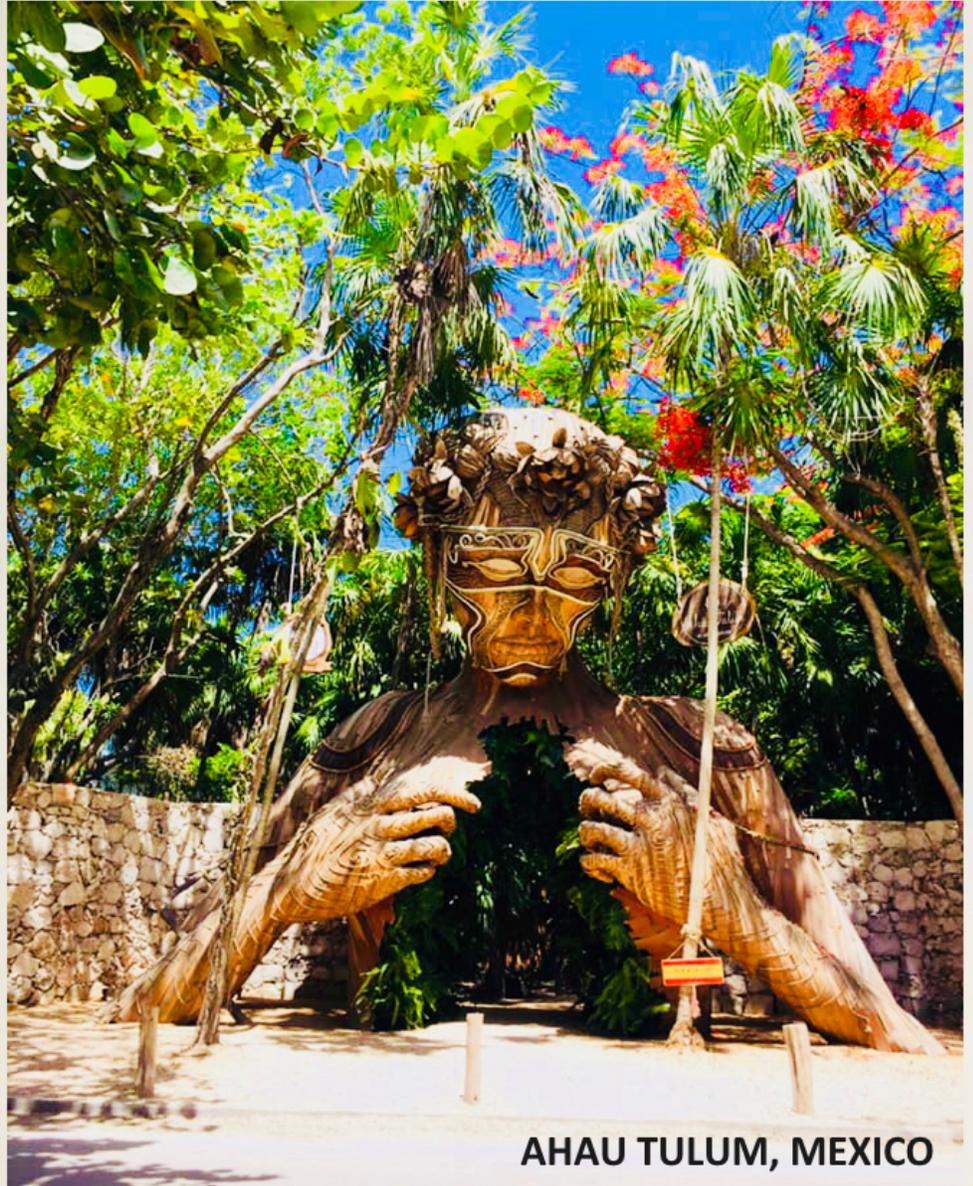
Through Shawntavia's travels she has found a particular area that she's held close to her heart over the years; a home away from home in Mexico along the Yucatán Peninsula's Riviera Maya strip of Caribbean shoreline. More specifically, Playa Del Carmen / Tulum, Mexico.

The rich culture, fantastic cuisine and the people's love for laughter, fun, and quality time together are all great reasons for anyone to return to this mesmerizing destination; but the primary aspect that drew Shawntavia in was its absolutely stunning appearance and architectural craftsmanship. The way in which they intertwined their beautiful natural landscapes and local resources into their restaurants, bars, and hotels captivated her. She found the massive marble slabs used for walls and bar tops, to their use of living trees, vines and bright colored flowers for decorating the interiors of their establishments as breathtaking.

These all – natural details have been the primary inspiration for the interior ambiance of Cio Bela. Through this brochure you will be introduced to the stones used for

natural textures, the sophisticated marble aesthetics that will be paired with soft woods and even the handcrafted art in the form of glass blown chandelier created by Moises, imported directly from the 5th Avenue of Playa Del Carmen itself.

Through out these pages you will also become familiar with the details of the exciting and unique concept that Cio Bela will be bringing to you and your clientele. We hope that you enjoy this detailed tour and can imagine yourself strolling through the small piece of Riviera Maya that we are bringing to the Woodland's. Texas. We are looking forward to you joining us on this ONE OF A KIND ADVENTURE!



AHAU TULUM, MEXICO

● BIRNHAM WOODS REGAL CENTER ●

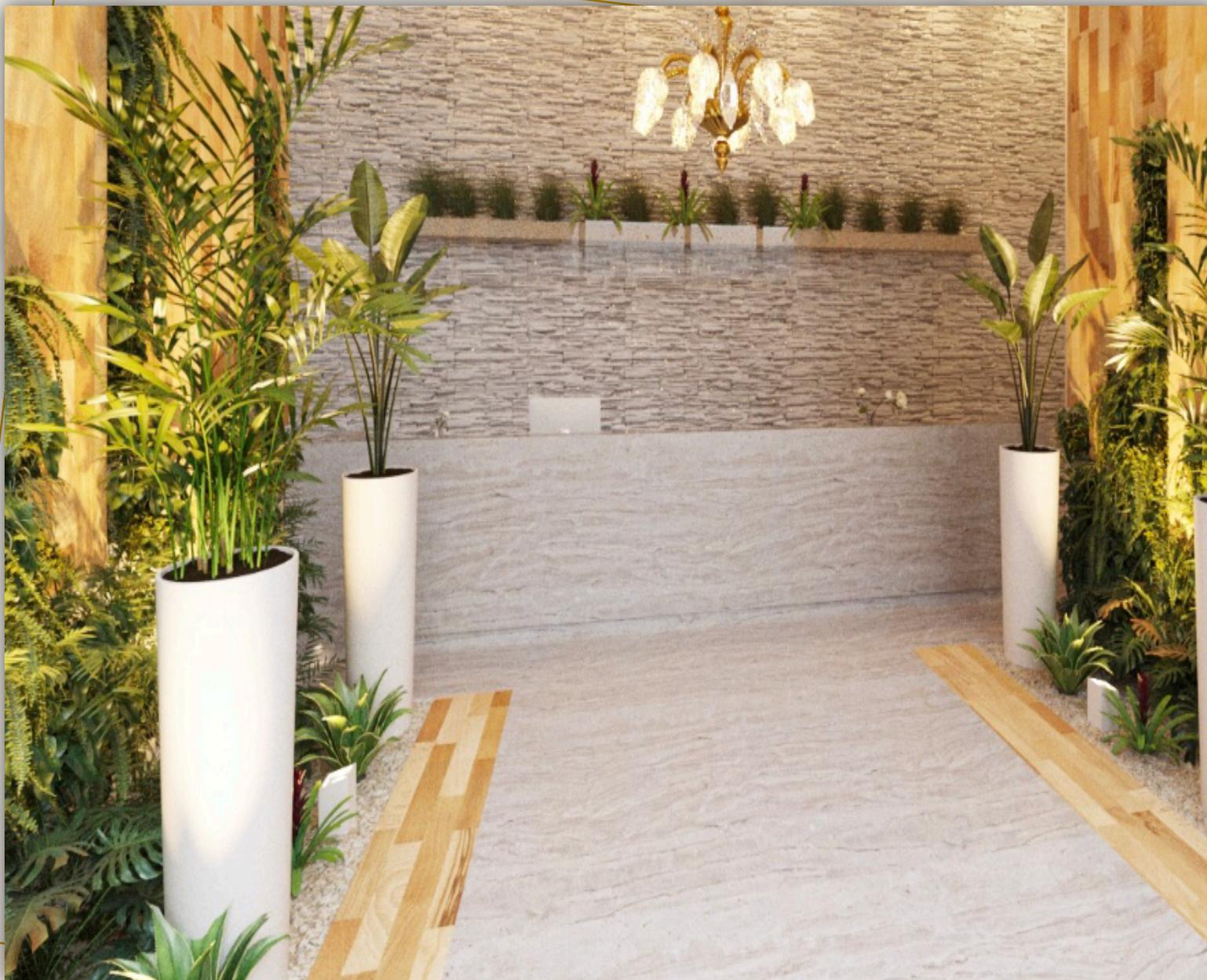
- ▶ **SIZE:** The subject site will include +24,000 SF of restaurant, entertainment, and retail space flanking the entrance of the 24 screen/4,300+ seat/105,389 SF theatre complex. The development sits on 14.05 acres (612,018 square feet).
 - ▶ **LOCATION:** located on the east side of Birnham Woods Dr., just north of the new Grand Parkway (State Highway - GP99) in Spring, Texas. Located just east of the new Kroger-anchored Birnham Woods Marketplace.
 - ▶ **DELIVERY:** The subject site is proposed to open by the end of 1Q 2020.
- ▶ The subject site's proximity to the newly opened Birnham Woods Marketplace along the Grand Parkway will cater to the numerous growing residential communities in the immediate area. The site is adjacent to a new 123,000 sq ft Kroger Marketplace, one of Houston's leading supermarkets and is within a mile of two additional high-volume supermarkets, HEB and Walmart Supercenter. The site will benefit from the frequency of consumer visits to the area and strong retail demand in the trade area.
- ▶ There are currently approximately 57,000 people within three miles of the site; ESRI estimates a 4% annual growth rate in the next 5 years, bringing the population to almost 63,000. However, while ESRI is a respected demographic company, their projection could be light if their model doesn't account for the new growth being planned and created as a result of the opening of the Grand Parkway.
- ▶ Grand Oaks High School, a new 3,000 student high school opened at the start of the 2018-2019 school year and is just across the Grand Parkway from the subject site. The new high school directly reflects the tremendous population growth occurring in the trade area.
- ▶ Demographics in the trade area are very strong: the 3-mile Median Household Income is \$100,376, which is 55% higher than that of the Houston metro area. Many of the growing residential communities in the trade area are offering homes starting at \$400K and ranging up to over \$1.4MM, while the median sale price of a new home in Houston is \$282K.
- ▶ The trade area also offers an above average consumer spending for total retail at \$15,400/capita; this compares favorably to \$14,700/capita for the Houston metro area.
- ▶ The site is located less than five miles from the new ExxonMobil Corporate Headquarters, which employs approximately 12,000 people, and five miles from The Woodlands master-planned community, which is home to over 54,000 employees.



Source : The J Beard Real Estate Company

Cio Bela will open in early 2020 as an upscale full-service salon/day spa offering hair, nail, and other unique leading cosmetic salon services in a vibrantly natural and relaxed setting. Offering a twist on the typical beauty salon, this salon will showcase an elegant bar where customers will be able to enjoy a fine beverage, delicious appetizers, or a sensible meal before, during, or after their sophisticated spa experience.

CIO BELA – Multi Service Salon & Spa ENTRANCE



While having a cocktail or glass of wine as you are pampered, beautified, and catered to isn't particularly a new concept in many world cities, it is a new concept in The Woodlands area. The art of seamlessly melding the two worlds of luxurious salons / spas with opulent, top - shelf cocktail bars has gained grounds world wide with locations such as Sydney, Australia's "Christopher Hanna"; Denver, Colorado's "Fluff"; and London's "Blade Soho" just to name a few. The idea of creating an open, interactive and vibrant environment for our clientele to enjoy as they are spoiled and relaxed is what will set Cio Bela apart.

CIO BELA – Multi Service Salon & Spa STYLIST STATIONS



Although there are multiple salons and salon suite rentals nearby providing hair and nail services, as well as waxing, massage, facial, eyelash extension and other miscellaneous cosmetic services much like Cio Bela intends to; their private, secluded lay out and business models are not as conducive to community interaction. Our open concept and friendly, professional staff will encourage an energetic vibe for friends to enjoy together or for clients to create new relationships with other guests; while our décor of light colored natural stone and marble aesthetic, enhanced by greenery and deep, rich chocolate brown tufted leather furnishing, create a light and calming atmosphere that lends a hand in personal relaxation.

CIO BELA – Multi Service Salon & Spa BIRNHAM WOODS REGAL CENTER



**conceptual site rendering*

This will be complemented by a luxurious, eye catching, 20+ ft bar and small lounge area that boasts deep colored wood and marble aesthetic to make an intimate ambiance for our clients to enjoy high end cocktails and coffees created by trained staff as well as small bar top foods as they await their services.

CIO BELA – Multi Service Salon & Spa BAR

