

IGK Brings its iconic edge to nord



October 28, 2025

Good hair. Great energy. Zero pretense.

The trendsetting salon brand **IGK** — known for its effortlessly cool style and celebrity-level results — has officially opened in **West Palm Beach's NORA District**, and it's already redefining what a modern salon can be.

This isn't just another hair studio. It's a hangout where every cut, color, and blowout is like a work of art.

The Story Behind the Brand

Founded in 2016 by four stylists — **Aaron Grenia, Franck Izquierdo, Leo Izquierdo, and Chase Kusero** — IGK (the last name initials of the founders) was born out of a shared mission: to break away from old-school salon culture and build something fresher, bolder, and more inclusive.

Between them, they've styled fashion icons, Hollywood stars, and runway models across **Paris, Miami, New York, and L.A.** Their goal? Bring that same creative, fashion-forward energy to everyone — no matter your vibe, gender, or hair type. In other words, be on-trend and cater to each person's hair needs.

This experience inspires their salon locations and informs the products that they created. Their clean, high-performance products (many of which are vegan and cruelty-free) have become cult favorites





worldwide, sold in outlets from **Sephora** and **Ulta** to luxury hotels. But their salons are where the real magic happens — the blend of artistry, energy, and confidence that makes every client feel like the best version of themselves.

(3) Inside the NORA Salon

Located at **860 N Railroad Avenue**, IGK's **West Palm Beach location** is sleek, modern, and buzzing with energy. Step inside and you'll find:

- Industrial-chic interiors with natural light, wood accents, and marble finishes.
- A laid-back, social vibe think fashion loft meets creative studio.
- Music, art, and personality at every corner because great style should be fun.
- Stylists who make haircuts and blowouts look like art. Every look is personal, sculpted, and modern whether you're going for beachy texture, sleek polish, or bold transformation.

₩ For Everyone — Guys, Girls & Groups

IGK isn't just for one type of client — it's for everyone who wants their best hair.

- Precision cuts that define your style.
- **Group blowouts** for parties, pre-events, or weekend plans.
- Perfect for weddings, birthdays, or "just because" hangouts.

No stiff vibes, no cookie-cutter styles — just confidence, conversation, and great hair.

Why NORA, Why Now

The NORA District is the new "it" stop in West Palm Beach that is just around the corner from neighboring Palm Beach — full of art, design, food, and energy. IGK fits right in, offering a salon that feels less like an appointment and more like an experience.

∏ IGK West Palm Beach

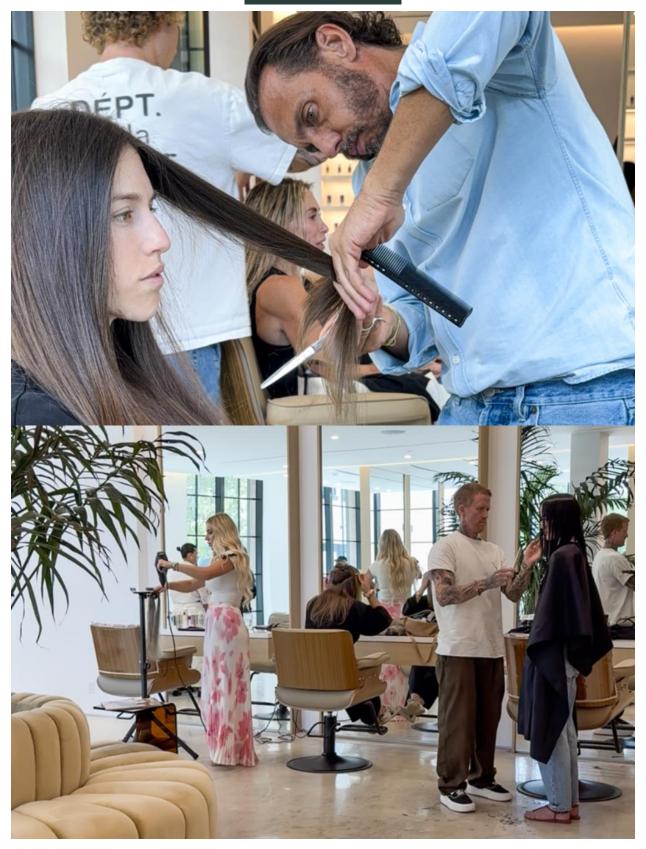
860 N Railroad Ave, West Palm Beach, FL 33401

- Tuesday-Sunday, 9 AM-7 PM
- **&** (561) 725-7312
- Book now at igkhair.com

Not your average salon. Not your average hair.

Whether it's a quick cut or a full-on glow-up, you'll leave IGK looking (and feeling) like a masterpiece.







Palm Beach now

