

October 28, 2025

# IGK BRINGS ITS ICONIC EDGE TO NORA



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## 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.

### 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.
-  **Creative color and highlights** that turn heads.
-  **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](https://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.





