

## The B Spot

**Why it's hot:** The B Spot is Chicago's only salon dedicated to flutter-worthy lashes and perfectly-arched eyebrows. Rashida B., the salon's founder, handles tweezers like Christina Aguilera approaches a belted note: she's confident, relaxed and famous for flawlessness.

Rashida's private studio, tucked into a Wicker Park apartment building, is decked out with walls the color of Hershey's kisses. Perks like an open mini bar, Wi-Fi access and a rooftop deck transform the space into the "private beauty enclave" Rashida strived to create. The salon operates like a private club; services are by appointment only, utterly discreet and each guest is pampered with lavish personal attention.

**The Services:** Rashida focuses mostly on lash and brow services. However, Chicago's beautiful brides started asking Rashida to help them prepare for the special day. Tired of trekking all over the city to score blushing hues, Ms. B. recently launched her own line of bridal makeup called, appropriately, the B Spot Cosmetiques. We're told the foundation is to keep in your beauty bag till death do you and your skin regimen part.

**What they're telling us about the B Spot:** The B Spot has earned raves from some of the country's most fashionable publications. *Vogue* named the salon one of the best places to get lash extensions and *Daily Candy* raved about the Hollywood lash extensions the salon provides, saying: "unlike traditional falsies, they weigh virtually nothing, so your eyelids will never get that droopy tired look, and your natural lashes won't break under their weight."

Rashida has also been mentioned in: *CS*, *Time Out Chicago*, *Lucky*, *Allure*, *Allure Bride* and *Wedding Belles*.

**Where to Retail:** The B. Spot, located at 1471 N. Milwaukee Ave., is by appointment only. Call the studio at (773) 256-9799 or book an appointment through e-mail at [appointments@thebspot-chicago.com](mailto:appointments@thebspot-chicago.com).

by Jennifer Berg