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barrettlo@muellercommunications.com**The Couture Welcomes Scottfree Salons to Milwaukee Lakefront***Local luxury salon joins family of commercial tenants at The Couture, offering services within steps of residents' front doors*

MILWAUKEE — Today, [Barrett Lo Visionary Development](#) announced an additional commercial tenant to The Couture: [Scottfree Salons](#), a Milwaukee-based luxury hair and beauty salon that has offered tailored services and world-class techniques to its clients for over a decade. With existing locations in Mequon, on North Port Washington Road, and downtown Milwaukee, on North Milwaukee Street, Scottfree Salons will open its third space at The Couture in Fall 2026.

Scottfree Salons will occupy 1,984 sq. ft. of retail space on The Couture's second floor, providing a minimalist and elegant ambience with scenic views of Lake Michigan and the city.

"We are thrilled to welcome Scottfree Salons to The Couture," says Rick Barrett, CEO of Barrett Lo Visionary Development. "Scottfree Salons represents the kind of refined, community-rooted excellence we envisioned for this space. The commitment to exceptional service aligns perfectly with The Couture's mission to be a premier location in Milwaukee, and we couldn't be more excited to see them bring their signature experience, paired with some of the city's most stunning views, to The Couture's residents and guests."

Scottfree Salons is designed to be a vibrant and welcoming destination that seamlessly blends luxury, style, and community. The thoughtfully designed salon will offer The Couture's residents and guests a truly unmatched amenity, providing the convenience of an elegant salon experience without ever having to leave the building.

"We're incredibly excited to bring the Scottfree experience to The Couture," said Scott Yance, Founder and Owner of Scottfree Salons. "At Scottfree, we believe that real beauty begins within your happy place—and The Couture embodies that spirit with its stunning design, welcoming atmosphere, and vibrant community. We look forward to offering residents and visitors a space where they can feel truly seen, cared for, and inspired, all while enjoying the breathtaking surroundings of a city we're proud to call home."

In addition to its day-to-day salon services, Scottfree will utilize its versatile space as an academy dedicated to the education and professional development of emerging stylists. With a focus on technical excellence, creativity, and client-centered service, Scottfree's academy offers hands-on training, mentorship, and continued learning opportunities.

Scottfree Salons is one of several commercial tenants expected at The Couture. Barrett Lo has letters of intent from prospective tenants to lease the remaining commercial spaces, which include 15,000 sq. ft. on the third floor and 11,000 sq. ft. on the first floor.

About the Couture

The tallest residential building in Wisconsin, The Couture is a 516-foot, 44-story mixed-use development that redefines the city skyline. Open for leasing in Spring 2024, The Couture integrates seamlessly with the city's transportation network, featuring a ground-level transit hub with direct access to The Hop streetcar and Bus Rapid Transit lines—linking Milwaukee's lakefront, cultural institutions, downtown core, and surrounding suburbs. The iconic tower includes 322 luxury apartment residences, many with an unobstructed view of Lake Michigan, over 45,000 square feet of restaurant and retail space, and thoughtfully designed public plazas and parks. Residents enjoy premium amenities including a resort-style outdoor pool and sundeck, modern fitness center, secure dog walk, landscaped green spaces, and high-speed fiber internet. NGBS Green certified, The Couture delivers a best-in-class smart living experience with sustainability, comfort, and luxury at its core.

About Barrett Lo Visionary Development

Barrett Lo Visionary Development is a national real estate investment and development company located in Milwaukee, with a focus on ultra-luxury mixed-use developments that transform the landscape of a city and bring vitality to communities. Boldness, confidence and vision are the cornerstones in Barrett Lo's development of *destinations* – not just buildings. For more information, past, current and future projects, visit www.barrettlo.com.

About Scottfree Salons

Scottfree Salons, founded by Scott Yance over a decade ago, was built on a simple, enduring philosophy: true beauty begins within. With locations in Milwaukee and Mequon, Scottfree offers a thoughtfully curated experience that blends luxury, comfort, and personalized care. Each salon is designed with a minimalist, honest aesthetic—an intentional backdrop that allows artists to focus on what truly matters: you. From world-class haircare products to full concierge services, every detail is considered to ensure a seamless, elevated experience.

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