



**Peachtree Center Announces the Addition of American Haircuts®**  
*The popular men's barbershop experience will open in The Hub early 2020*

ATLANTA (Dec. 6, 2019) – Peachtree Center, Downtown Atlanta's iconic mixed-use development, announced today the addition of American Haircuts to The Hub, Peachtree Center's newly renovated retail and restaurant collective. This will be American Haircuts'® fifth Atlanta location and first Downtown location.

Founded in metro Atlanta, American Haircuts® is a local group of shops owned and operated by barbers. The first location was opened in 2005 in Roswell by David Alexander and Greg Martin. Focused on creating an authentic but modernized version of the barbershop experience, American Haircuts® will offer haircuts, beard trimming, hot shaving services and men's grooming products that go above and beyond the typical barbershop experience. Each shop features real barber chairs, free high-speed internet, televisions and a variety of beverages including beer and Yoohoos. Every haircut is finished with a hot lather neck shave and the American Haircuts® signature hot towel finish.

"American Haircuts® saw demand for a men's barbershop in Downtown Atlanta and we saw an opportunity to add a unique new offering to the neighborhood," said Amy Fingerhut, first vice president at CBRE, who leads retail leasing at Peachtree Center. "Peachtree Center's accessibility was a major draw for American Haircuts.® Being home to its own MARTA station, six office towers and connected to four major hotels, this service-oriented company saw the potential for business seven days a week and chose to open their first Downtown location in The Hub."

Greg Martin, co-founder of American Haircuts®, said of the new Downtown location, "Downtown Atlanta is lacking the type of barbershop service we provide. Being situated within the center of downtown at Peachtree Center allows us to expand our services and offer the convenience of a great haircut or hot shave to new clientele. We look forward to bringing our new customers an authentic experience with the modern touches and luxuries that they deserve."

In addition to American Haircuts,® Peachtree Center recently added BEP! Vietnamese Cuisine, Taste of India, Salata Salad Bar, Beni's Cubano and announced the expansion and modernization of its Chick-fil-A, as well as the addition of Freshii, one of the fast-growing health and wellness brands. Fingerhut also noted ongoing leasing discussions with several other popular Atlanta food and beverage operators to join Peachtree Center's diverse tenant mix and to further upgrade the dining options. Potential concepts include a premier wine shop and market for Peachtree Center Avenue, a casual sit down breakfast option and an upscale bar concept to be located in the central Plaza, which will benefit from the year round programming that Peachtree Center has rolled out since the unveiling of its renovation completed in mid-2019.

For the latest information on Peachtree Center, visit [www.peachtreecenter.com](http://www.peachtreecenter.com) and [www.marquistowersatl.com](http://www.marquistowersatl.com) and engage with Peachtree Center on [Twitter](#), [Instagram](#) and [Facebook](#).

**About Peachtree Center:**

Peachtree Center, developed by renowned architect John Portman and now being redeveloped by Banyan Street Capital, is an office, retail and dining destination in the heart of Downtown Atlanta. Comprised of six high-rise office buildings and more than 50 shops and restaurants in The Hub, Peachtree Center is centrally located over a MARTA station and adjacent to three hotels accessible by pedestrian bridges. Banyan Street Capital, one of the largest private office owners in Atlanta and throughout the East Coast, recapped Peachtree Center in 2014 after a nine-year association with the property, with the vision of creating enhanced community and a modern, vibrant environment for tenants.

**About American Haircuts:**

American Haircuts® is an Atlanta based company, co-founded and owned by David Alexander and Greg Martin. The company currently operates four locations in metro Atlanta and is planning on significant expansion over the next two years. For more information, visit [www.americanhaircuts.com](http://www.americanhaircuts.com)

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