



Birmingham, United Kingdom

BOOKSY UK ANNOUNCES PARTNERSHIP WITH INNOVATIVE NEW LIFESTYLE COMPLEX ART.QUARTER AND ART.BARBER

A cutting-edge first phase of Digbeth's new lifestyle complex is to open mid-October, powered by barber appointment booking software, Booksy.

BOOKSY UK is excited to announce the partnership with art.barbers – the first element of an innovative lifestyle complex, art.quarter, to launch – on the 16th of October 2020 in Digbeth, Birmingham. art.barbers will offer the highest quality barbering to men in Birmingham, whilst utilising Booksy's health & beauty appointment booking system, with a plethora of COVID-conscious features to provide the ultimate barber shop experience.

"Booksy UK is proud to partner with art.quarter for the innovative launch of their first phase opening, art.barbers. Going to the barbers is no longer just popping in for a quick trim - it's an important, imperative part of the modern man's lifestyle. The overall client experience from seamless multi-channel booking, right through to post-appointment engagement has to be carefully considered to set a business apart from the rest - every step of the client's experience counts.

Now when a visit out of the house is a much more considered trip, our end users are looking for every opportunity to enjoy themselves in the safest possible way - which is exactly what art.barber will offer. Clients want to immerse themselves in a stylish, unique environment that reflects the high level of skill sets from the team members, as well as being confident that the venue has their safety in mind with plenty of COVID-19 precautions in place, so both clients and barbers will have true peace of mind knowing they have taken every precaution to make safety a priority", say Megan Mackie, UK Marketing Manager, Booksy UK.

art.quarter's founder, Jordan Patel, expressed his excitement about the opening, saying, *"It's great to be able to offer a beacon of hope in these extremely trying times for the city. Coronavirus has had such a massive impact on the high-street, so to be in a position to open a business in this time and provide both employment and training to this number of people in the process, is a real blessing".*

art.barbers will form just the first part of art.quarter's wider retail and lifestyle complex; comprising also of a women's beauty salon, café, bakery, events space and food court. The next stages of the development are due to open later in 2020.

About Booksy:

Booksy Biz's mobile app and web based solutions are designed to simplify booking, payments and marketing for businesses ranging from independent professionals to larger salons, chains, franchises, mobile services and more. Along with our innovational business management tools, Booksy's Boost marketplace has been ranked #5 on the latest Andreessen Horowitz fastest growing a16z Marketplace 100 and Booksy ranked at No. 299 on the 2020 Inc. 5000, with three-year revenue growth of 1,508%.

For consumers, Booksy's client app makes it easy to book appointments with their favourite or new health, beauty & lifestyle professionals from barbers and hair stylists to nail technicians, tattoo artists, makeup artists, aestheticians, gyms & personal trainers, pet service professionals and many more. In 2020, Booksy introduced a record number of Booksy Biz features to provide COVID secure environments for both business owners and clients, including COVID-19 Symptom Disclaimer Forms, 'I'm Ready' appointment notifications, client facing Health and Safety Rules, amongst others.

Fast becoming the preferred choice of health, beauty & lifestyle professionals, Booksy was founded in 2015 in Warsaw, Poland, before expanding to the UK, USA, Ireland, Spain, Brazil and South Africa. Booksy has built strong technical partnerships with Instagram, Facebook, Google and Yelp, enabling the company to be consistently first in the market to provide collaborative features with these platforms, including the Book Now Instagram button and Reserve With Google functionality.



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