



## **BUTLER ENTERPRISES ANNOUNCES OPENING OF ROWAN, SAFE & CELEBRATORY EAR PIERCING STUDIO**

*A national retailer offering ear piercings by licensed nurses and a collection of hypoallergenic jewelry*

**Gainesville, FL.** (August 9, 2024) [Rowan](#) will open their second Florida location here at [Butler Shopping Center District](#). The woman-founded and women-led ear-piercing brand has garnered a cult following with over 50 freestanding locations across the United States. The 966-square-foot state-of-the-art piercing studio is set to open its doors at Butler Town Center in late fall and will be located at 2850 SW 35th Drive Suite 70, Gainesville FL, with hours of operation on Monday to Saturday from 11:00 am to 7:00 pm and Sunday from 11:00 am to 6:00 pm.

When [Founder](#) Louisa Serene Schneider couldn't find an ear piercing experience that was both safe and celebratory for her daughter, she knew she had to create one herself. So Schneider, who has a background in finance and retail, built Rowan - an ear piercing destination for all. Whether it's your first piercing or seventh, at Rowan, every piercing is a milestone, and every milestone can be celebrated with a piercing (or new pair of hypoallergenic earrings!).

All ear piercings at Rowan are administered by licensed nurses and safety in mind at every step. Rowan's piercings are performed using either a hand-pressurized device or a needle, adhering to their commitment to avoid piercing guns. Rowan's skilled nurses are proficient in handling piercings for clients of all ages beginning at 2 months and various placements on the ear. They provide personalized aftercare recommendations to facilitate proper healing for each customer. Rowan offers a [range of hypoallergenic earrings](#) crafted from premium materials such as 14-karat solid gold, titanium, and sterling silver ensuring both style and comfort.

For future Rowan at Butler updates, follow [shopatbutler](#) on [Facebook](#) or [Instagram](#), join over 120K followers on Rowan's Instagram ([@heyRowan](#)), and stay up to date on all the latest piercing trends and become one of over 40K piercing-obsessed followers on [TikTok](#).

### **About Rowan**

Rowan is an ear piercing and hypoallergenic jewelry brand with studios across the US. Mom-founded and women-led, Rowan is built on the values of safety and celebration. Backed by a medical advisory board, all Rowan piercings are performed by licensed nurses to deliver the safest piercing experience for all ages. All of Rowan's top-quality hypoallergenic jewelry is designed or curated in-house to ensure that every piercing stays healthy.

### **About Butler Enterprises**

Butler Enterprises offers over 150 stores and restaurants spanning over 1.5 million square feet. Butler Enterprises is the largest retail shopping center in North Central Florida. Locally owned by the Butler family, Butler Enterprises has been in business in Gainesville for over 83 years. Each year, Butler Enterprises has over 20 million visits to Butler Plaza, North, and Town Center. Additional information about Butler Enterprises is available at [www.shopatbutler.com](#).

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