

PRESS RELEASE (for immediate release)

1.11.11

Red Carpet Event: A Day with Oribe

Naples, FL: **ncolor {salon+boutique2}** welcomes world renowned and celebrity hairstylist of the stars, Oribe (*pronounced or-bay*) on **February 16th, 2011 from 3-7 pm** for Naples biggest Red Carpet Style Event and Party to celebrate the salon being awarded, by **Oribe in person**, to exclusively carry the Oribe line of botanical haircare products in SWFL.

The open invitation to the salon's Red Carpet Mingle starts with catwalk music strutting models and camera clicking paparazzi as they unveil Oribe's "Off-the-Runway 2011" hairstyles. During the event attendees will have the opportunity to be entered into a drawing for the following prizes;

Grand Prize:

The "*VIP Star Treatment*" a 15 minute private consultation with Oribe (during the event) along with a complimentary shampoo, conditioner and any styling products he prescribes for them.

Second Prize:

The "*Runway Package*" a complimentary haircut with Oribe's team at his Miami Florida salon. (advanced appointment necessary)

Third Prize:

The "*Celebrity Gift Bag*" a complimentary red carpet gift set of Oribe shampoo, conditioner and and styling products.

About the most recognized hairstylist to the stars, Oribe.

Oribe has been one of the most sought after hairstylists for fashion, editorial and advertising work for the last 30 years. His collaborators include countless photographers, like Bill King, who introduced him to the fashion editor Carlyne Cerf de Dudzele, a co-conspirator during his Steven Meisel years. There was the meticulous Irving Penn, who Oribe still refers to as Mr. Penn; and Helmut Newton, who shot Cindy Crawford for American Vogue with hair that Oribe teased to infinity; and others like Richard Avedon, Patrick Demarchelier, Annie Leibovitz, Herb Ritts, Francesco Scavullo and Horst.

Oribe has worked with creative directors like Fabien Baron and Keesha Keeble; make-up artists like François Nars, Pat McGrath, Kevyn Aucoin and Stephane Marais; and fashion designers like Gianni Versace, a mentor who inspired Oribe's tattoos, and Karl Lagerfeld, who took the rock and roll hairstylist under his wing. And then there were the models, the celebrities and the icons he transformed and worked with, from Beverly Johnson the pre-cursor to the supermodel, to Christy Turlington who Oribe appears with in an iconic Vogue spread, to the always radiant Heidi Klum and Naomi Campbell. In fact, it was Diana Ross who showed Oribe how to really secure a wig. Of course, one can't leave out Jennifer Lopez, who called for Oribe to help define her look after imagining him doing her hair ever since she was a girl on the subway reading his name in fashion magazines.

All told, Oribe has contributed to just about every major magazine and worked on just about every major fashion show. In the last year alone his editorial and campaign work has been seen on the covers and pages of Vogue, Elle, Allure, W, V and Pop. When he is not on set, Oribe is working out of his South Beach salon. Oribe's magnificent career continues to grow - in large part because he loves what he does.

About ncolor {salon+boutique2}

At the ncolor {salon + boutique2} you will find an enhanced salon experience that caters to the well traveled client residing full-time or year round in Naples, Bonita Springs, Ft. Myers and Southwest Florida. The award winning salon specializes in the latest dimensional hair coloring, texturizing, and hair styling and also offers professional makeup services and a unique boutique experience. The ncolor {salon +boutique2} is recognized as one of the top 200 salons in the country by *Salon Today*. Gary Harlan, owner and master colorist, is the beauty expert behind ncolor {salon + boutique2}. As an international educator for Redken for over 18 years, Gary traveled globally—sharing and gaining experience about hair color. “It is our mission to continue to offer professional and unique salon experiences. We research, educate, and offer the very best the industry has to offer. One way, is to give our clients an opportunity to meet top fashion professionals from around the country by inviting them to “Red Carpet Style” events held here, at ncolor.” says Gary Harlan.

CONTACTS:

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