



SherrRenée

est. 2006
THE FINE ART OF ALTERNATIVE HAIR COUTURE
SANTA MONICA

SHERRIRENEE.COM



Our appearance is a reflection of our identity. Both personal and public, it speaks volumes about our state of mind, value system and self-worth.

Sherri Renée is dedicated to transforming lives through the *personal expression* of hair. Through our **innovative designs, exquisite craftsmanship** and an **artistic paradigm** ~ we connect those who enjoy our brand with the talents and expertise of our partner salons and hair professionals.



Contents

Handcrafted Design	7
Patented Artistry	8
<i>our</i> Clientèle	11
<i>the</i> Salon Distinction	12
BRAND DESIGNS	 14
French Fringe™	14
Petite Flash™, French Fringe™ <i>and</i> Flash Grande™	16
French Partial™	18
Petite Crown™	20
Flash Fall™ <i>and</i> Fall Grande™	22
Youth Cut-A-Way™	24
French Part™ <i>and</i> Part II™	26
French Volu™	28
Poney™	30
Xtensions™	32
Cheveux Halo™	34
Full Enhancements	36
Custom Couture	38
Sherri Renée Atelier	40
History <i>of</i> Sherri Renée	42



Form, Function & Beauty

Hand Crafted Design

Sherri Renée Brand Advantage

100% HANDCRAFTED | CUSTOMIZABLE

BROAD MARKET | PSYCHOLOGICAL APPEAL

EASILY INTEGRATED INTO SALON ENVIRONMENT

DESIGN UNIQUENESS | PATENT PROTECTION

SIMPLICITY | INTEGRATION

EXCLUSIVITY | MARKET NICHE

TRUE SALON PARTNERSHIP

Creating an utterly **natural** hair enhancement is reflected in the *individuals' feeling of authenticity and self-confidence*. With an artist's eye and an engineer's obsession with detail, Sherri Renée designs *original, fully customizable top and full enhancements presented in four unique collections - Parisian Inspired, Chiaroscuro Colour, Youth Inspired, and Luxe*. Each collection showcases special artisan features and detailing that provide 100% customizability for your clientele.

Highly recognized as the *pinnacle of human hair enhancements* for **extraordinary design, natural appearance, and simplicity of use** ~ our collections provide exceptional solutions for both medical and cosmetic enhancement. Our exclusive patented top and full designs deliver artistically rendered, seamless coverage, volume, length, and color accent where desired.

Sherri Renée proudly sources only the finest materials for our brand collections, including **elegant Parisian silks, delicate french lace, and organic cotton fabriques**. Each brand design features a natural scalp replica ~ *indistinguishable from natural hair and scalp* ~ and is the perfect foundation to showcase our **trend-setting color palettes and luxurious hair**. Our adaptation of various **3D Color Modeling** techniques ~ including **Fsumato, Chiaroscuro, and Selective Shadowing** ~ brings beautiful color, depth, and realism to each creation.

Above all, our collections illustrate our continued excellence and commitment to modern aesthetics, pure innovation, and personal transformation.

Brand Design Collections

Sheri Renée proudly sources only the finest materials for our brand collections, including elegant **Parisian silks, french lace and organic cotton fabriques**. Each brand design is artistically engineered and 100% handcrafted to deliver featherweight, breathable, and aesthetically pleasing foundations.



French Flash™ Base Design

Over forty patented elements are performance-driven to provide:

- *Multi-directional, single-hair hand-tied bases mimic the natural movement of actual growing hair*
- *Hot seam press technology allows our bases to be seamless, lightweight and extremely comfortable to wear*
- *Weightless base designs include our patented natural scalp replicas ~ indistinguishable from a natural scalp (even over the hair)*
- *Parisian silk, french lace and organic cotton base materials are cool, light and aesthetically pleasing to the eye and touch*
- *Artistically rendered 3D Color Modeling ~ including Fsumato, Chiaroscuro, and Selective Shadowing ~ brings beautiful color, depth and realism to each creation*
- *Seamless integration and transparency*
- *Artisan detailing provides additional security and comfort*
- *Authentically customized hair texture, curl, color, length, and density*
- *Fairtrade European, Indian Remy, Chinese Remy, SoftTouch™ texture, and hand-pick virgin gray hair available*







Our **Clientèle**

Sherri Renée Alternative Hair Couture delivers a next generation, **cross-over approach to personal style and freedom with broad psychological appeal** ~ for image recovery, personal expression, professional appearance, modern ease and convenience. Our **Clientèle** is diverse and includes:

Medical Hair Loss

Temporary or permanent medical hair loss associated with chemotherapy, radiation, alopecia, burn | trauma, lupus, medicine, and trichotillomania

Transitional Hair Loss and Regrowth

Androgenetic hair loss (female and male pattern loss) and telogen effluvium (generally related to changes in hormones ~ post-pregnancy, stress, diet changes, post-surgery)

Enhanced Appearance

"Volume seekers", baby-boomers and those who simply want to look more youthful and attractive

Convenience

Travelers on the go, styling novices, and active women who want a quick alternative to their morning routine

Fashion | Editorial | Special Occasions

Those who desire artistic expression, and special occasion transformation (including bridal, editorial enhancement, and drastic image change)

Gender Transformation

Trans-gender and identity transformation

Public Figures

Includes performers, announcers, politicians etc. who need to quickly change or maintain their appearance due to their profession

.....

Every person wants to **look** and **feel** desirable, and radiate confidence.

Hair is extremely personal and a driving force behind ones **identity** expression, and sense of self.

~ Sherri Renée

.....



the **Salon Distinction**
Partners

Hairdressing as an occupation dates back thousands of years. Ancient art drawings and paintings have been discovered depicting people working on other persons hair. Greek writers Aristophanes and Homer both mention hairdressing in their writings. In Africa, it was believed in some cultures that a person's spirit occupied his or her hair, giving hairdressers high status within these communities. The status of hairdressing encouraged many to develop their skills, and close relationships were built between hairdressers and their clients. This is still very true today.

Each Sherri Renée Partner Salon and hair professional is **trie sur le volet** (carefully chosen), based on their collective passion, philosophy, and commitment to an exceptional client experience. Artistic vision, talent, strong client relationships and a "discerning eye" make it possible for them to achieve, with stunning clarity, the client's authentic beauty.

A poignant quote from
Monsieur Léonard ~

from the
"Recollections of
Leonard"
1746-1820
hairdresser to
Queen
Marie-Antoinette

The art of hairdressing required at once the talents
of poet, painter, and sculptor.

"It is necessary, "they insisted to understand shades of color, chiaroscuro and the proper distribution of shadow; the art of dressing prudes without making them obtrusive; the art of displaying the coquette, and of making the mother appear to be the elder sister of the daughter; the art of suiting the coiffure to the affections of the soul which someone is desired to comprehend, to the desire to please, to the languid bearing which wishes only to interest, to the vivacity which will brook no resistance."

All this requires an intelligence which is not common and is instinctive. The art of the "coiffure des dames" is therefore an art bordering upon genius and consequently is a free and liberal art."

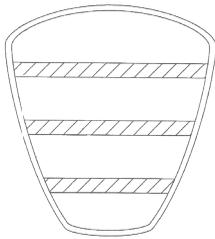
Brand Designs



the **French Fringe™**

Women today want options *without* the commitment of cutting their own bangs. Unlike other bang accessories, the **French Fringe™** by Sherri Renée is engineered to be weightless, seamless and customizable. Artistically rendered to match the nuances of ones hair, bangs appear notably real from any angle (*not just the front*). The **French Fringe™** is the ultimate hair accessory for a youthful, flirty appearance.

ARTISAN FEATURES



P-1

- 100% Handmade Construction
- Base Size 4.1" by 4.2"
- Natural Scalp Replica
- Anatomically Correct Shape | Size
- Multi-Directional Parting | Styling
- 3D Color Modeling
- Transitional Lace Perimeter
- Anti-Slip Strips



ATTACHMENT

Clip-in Is Standard And Recommended
May Be Customized For Tape Down | Bond | Weave

APPLICATIONS

Fashion | Editorial | Special Occasion
Cosmetic Enhancement for Fine | Thin hair
Medical Enhancement for Frontal Hairline

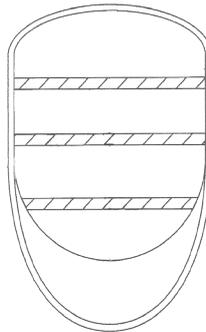
Custom Only

the **Petite Flash™, French Flash™**
and **Flash Grande™**



The **Petite Flash™, French Flash™** and **Flash Grande™** encourages unlimited possibilities for both *medical* and *cosmetic* hair enhancement. Available in three different sizes, each flash design acts like a hair veil ~ shape, volume and placement are individually customized to achieve a natural look. Each flash design has been artfully engineered to be seamless and feather-light ~ you will forget you have anything on!

ARTISAN FEATURES



P-2, P-3, P-4
(size varies by design)

100% Handmade Construction
Base Sizes are:

Petite Flash™ 3" by 4.5"
French Flash™ 3.75" by 5.25"
Flash Grande™ 4" by 6"

Natural Scalp Replica
Anatomically Correct Shape | Size
Multi-Directional Parting | Styling
3D Color Modeling
Transitional Perimeter
French Lace Extension Panel
Anti-Slip Strips

STOCK AVAILABILITY

Parisian Inspired™

Chiaroscuro Colour™

Luxe™

See individual design specs for color availability and specific brand features

ATTACHMENT

Clip-in Is Standard And Recommended
May Be Customized For Tape Down | Bond | Weave

APPLICATIONS

Fashion | Editorial | Special Occasion
Cosmetic Enhancement for Fine | Thin hair
Medical Enhancement for Front, Top, and Crown

Petite Flash™ | *Custom Only*
French Flash™ and Flash Grande™ | *Stock Available*



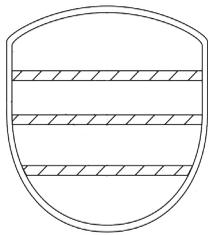


the **French Partial™**

The **French Partial™** is perhaps the most versatile design in our collection. The design has been carefully engineered to enable top placement to achieve volume in the front, top and crown are depending on the desired effect.

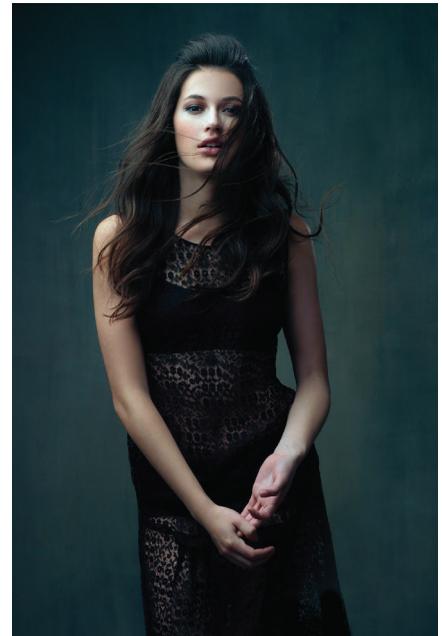
To create frontal volume for a short pompadour or quiff hair style, you would set the enhancement just behind your front hairline. For volume on the top for skinny | fine hair or to ease styling for the day, you may place the **French Partial™** anywhere along the top center or towards the crown area for desired volume.

ARTISAN FEATURES



P-5

- 100% Handmade Construction
- Base Size 3.75" by 4"
- Natural Scalp Replica
- Anatomically Correct Shape | Size
- Multi-Directional Parting | Styling
- 3D Color Modeling
- Transitional Lace Perimeter
- Anti-Slip Strips



ATTACHMENT

Clip-in Is Standard And Recommended
May Be Customized For Tape Down | Bond | Weave

APPLICATIONS

Fashion | Editorial | Special Occasion
Cosmetic Enhancement for Fine | Thin hair

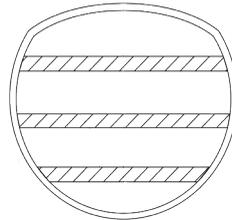
Custom Only

the **French Crown™**



The quote *your hair is your crown and glory* has never been more true. Creating volume on the crown of your head is simple to achieve using our **French Crown™**. Crown volume is important to virtually all hairstyles giving your profile all the lift, bounce and body you want. Whether your hair is short, long or somewhere in between, our **French Crown™** provides height, eases styling and covers any splits or cowlicks from fine or second-day hair.

ARTISAN FEATURES



P-6

100% Handmade Construction
Base Size 5" by 4.6"
Natural Scalp Replica
Perfect Shape | Size For Crown
Multi-Directional Parting | Styling
Simple To Achieve Crown Volume
3D Color Modeling
Transitional Lace Perimeter
Anti-Slip Strips

ATTACHMENT

Clip-in Is Standard And Recommended
May Be Customized For Tape Down | Bond | Weave

APPLICATIONS

Fashion | Editorial | Special Occasion
Cosmetic Enhancement for Fine | Thin hair
Medical Enhancement for Crown Hair Loss

Custom Only



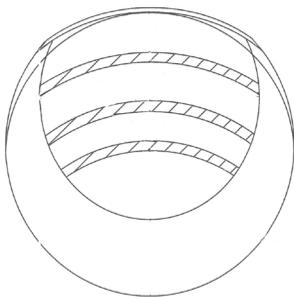


the **Flash Fall™** and **Fall Grande™**

The **Flash Fall™** and **Fall Grande™** offer advanced coverage for both medical and cosmetic hair enhancement. Our fall designs give more freedom from your own hair to achieve greater coverage and styling opportunity.

Incorporation of your own front, temporal and nape hairline makes our designs undetectable and offer seamless transitioning and movement into your own hair.

ARTISAN FEATURES



P-7 and P-8
(size varies with design)

100% Handmade Construction

Base Sizes are:

French Fall™ 5.5" by 5.575"

Fall Grande™ 7" by 9.5"

Natural Scalp Replica

Anatomically Correct Shape | Size

Multi-Directional Parting | Styling

3D Color Modeling

Transitional Perimeter

French Lace Extension Panel

Anti-Slip Strips



STOCK AVAILABILITY

Parisian Inspired™

Chiaroscuro Colour™

Luxe™

See individual design specs for color availability and specific brand features

ATTACHMENT

Clip-in Is Standard And Recommended

May Be Customized For Tape Down | Bond | Weave

APPLICATIONS

Fashion | Editorial | Special Occasion

Cosmetic Enhancement for Fine | Thin hair

Medical Enhancement for Advanced Hair Loss

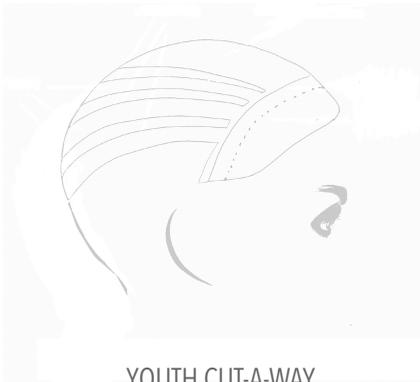
Stock | Custom

Youth Cut-A-Way™ Top Design

The **Youth Cut-A-Way™** top design, by Sherri Renée, addresses the unique concerns of a younger and/or more petite wearer ~ inherently organic and offering a more youthful appearance. Less volume (density), subtle color and value shifts (Sfumato), and proportional form are all of equal importance to a younger or more petite wearer.

The unique base design allows for easy modification and customization while preserving the base construction integrity. Secure the **Youth Cut-A-Way™** by either using *clips, tape* or as a *bondable enhancement*.

ARTISAN FEATURES



100% Handmade Construction
Base Size 7.5" X 9.5"
Front Hairline E-2 Lace Open
Base Materials PU / French Lace
Single Hair Ventilation
Lightweight / Breathable
Customizable Base
3D Color Modeling
Euroblend Human Hair

ATTACHMENT

Clipped | Taped | Bonded

APPLICATIONS

Medical | Cosmetic Hair Recovery
Temporary | Permanent Hair Loss

Stock | Custom



We have adapted the Renaissance painting technique **Sfumato** ~ *the blurring or softening of sharp outlines in painting* ~ by showcasing subtle and gradual movement of one color tone into another. A "smokey", sun-kissed appearance is achieved applying soft shifts in color values and tones. The effect is one that is indistinct or misty.

STOCK AVAILABILITY

Youth™

See individual design specs for color availability and specific brand features





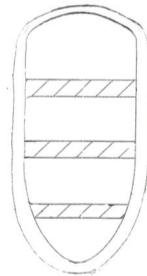
the **French Part™** and **Part II™**



Ordinarily, we are happy to see our hair grow ~ unless it is color treated. Everyday as hair grows between color services, it becomes increasingly more obvious the color difference between new (or gray) and color treated hair.

The **French Part™** and **Part II™** offers a seamless *root cover-up* without the time, expense or mess of "do-it-yourself" dyes, fibers and conceal products. Beautifully engineered for placement along your part line, you can both volumize and camouflage any regrowth between salon visits.

ARTISAN FEATURES



P-9 and P-10
(size varies with design)

100% Handmade Construction

Base Sizes are:

French Part™ 1.75" by 5"

Part II™ 2.25" by 5.25"

Natural Scalp Replica | Replica

Anatomically Correct Shape | Size

Multi-Directional Parting | Styling

3D Color Modeling | Color Effects

Transitional Perimeter

Anti-Slip Strips

ATTACHMENT

Clip-in Is Standard And Recommended

APPLICATIONS

Cosmetic Enhancement | Color Regrowth | Fine Hair

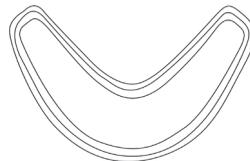
Custom Only



Dare to dream big. Our innovative horseshoe design makes achieving extraordinary top and crown volume so simple, virtually any woman can enjoy!

Easily placed and secured under ones own top or crown hair, the “veil” is immediately elevated and coiffed. Thus, creating the most natural, believable volume without the teasing, spraying or praying! Great for evening, weekend or anytime you want to dress up your locks ~ the **French Volu™** is an absolute *must-have* for your beauty arsenal.

ARTISAN FEATURES



P-11

- 100% Handmade Construction
- Base Size 5" by 4"
- Natural Scalp Replica
- Perfect Shape | Size For Volume
- Total Control Over Volume | Placement
- 3D Color Modeling
- Transitional Lace Perimeter
- Anti-Slip Strips

ATTACHMENT

Clip-in Is Standard And Recommended

APPLICATIONS

Fashion | Editorial | Special Occasion
Cosmetic Enhancement for Fine | Thin hair

Stock Available



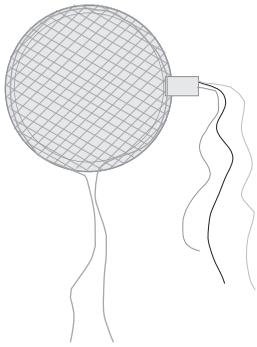




Ponytails and Chignons are some of the best hairstyles ever invented. They are fast and simple to create and serve a multitude of hair sins. Ponys are versatile ~ braid, twist, half-up, adorn or simply pull-back.

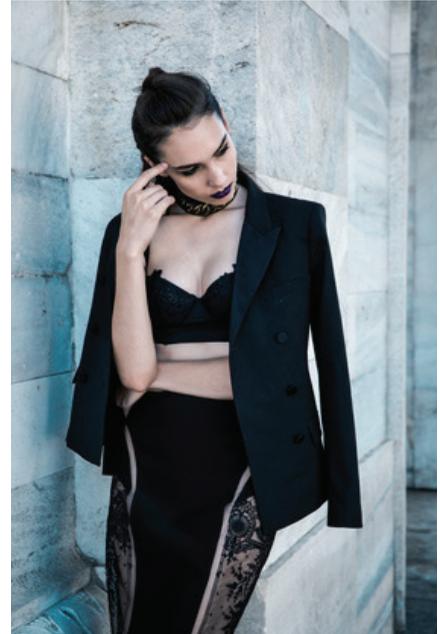
Behind the design of our **Poney™** begins with a small base made from lightweight, soft organic cotton fabrique. Single hairs are individually hand-tied and knotted into the base so pony movement is natural. Attached is a matching hair wrap that makes for a seamless connection and unlimited detailing for any occasion.

ARTISAN FEATURES



PONEY™

- 100% Handmade Construction
- Suggested Base Size 3.75" in diameter
- Single Hair Ventilation | No Wefts
- Organic Cotton Fabrique Base
- Realistic Pony Size
- Lightweight | Great For Fine Hair
- 3D Color Modeling
- Hair Wrap For Detailing
- Easy To Attach | Remove



ATTACHMENT

Claw-Clip Is Standard and Recommended

APPLICATIONS

Fashion | Editorial | Special Occasion
Cosmetic Enhancement For All Hair Types

Custom Only

Xtensions™

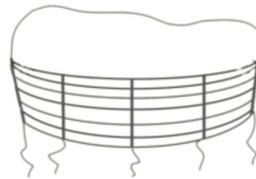


Let's face it! Men *and* women both love long hair. Unfortunately, many of us do not have the luxury, biology or time to grow it and maintain it.

Sherri Renée **Xtensions™** offer a beautiful solution to an ageless desire. Fully customizable, beautifully matched hair coupled with a carefully engineered design, our **Xtensions™** prove to be the ultimate choice for a must-have long hair accessory.

Sherri Renée **Xtensions™** can be altered to suit most styles or grow-out stages. Our base design can easily be altered, integrated or collapsed allowing multiple perimeter finishes (blunt vs. layered, inverted or U-style). One piece design is simple to apply and reapply to achieve seamless and flawless locks.

ARTISAN FEATURES



XTENSIONS™

100% Handmade Construction
Unique Architecture | Versatile
Collapse | Integrate | Alter
Using "Blind" Feature
Lightweight | Great For Fine Hair
Easy To Apply | Remove
Damage Free
Easy To Attach | Remove

ATTACHMENT

Headband Cord | Clips | Optional Weave

APPLICATIONS

Fashion | Editorial | Special Occasion
Volume | Density | Length | Spot Color

Custom Only





Cheveux Halo™

The **Cheveux Halo™** provides under hat wardrobe versatility and effortless transformation for medical, fashion or editorial hair enhancement. The silk top panel is soft to the touch, aesthetically pleasing, light and comfortable.

The **Cheveux Halo™** is the perfect hair accessory for any active woman ~ *beach goer, golfer or busy mom* ~ and is compatible with any hat style including baseball caps, floppy hats, and knitted caps. Extraordinary hair enhancement for those women with advanced hair loss. *ie. chemotherapy and alopecia.*



ARTISAN FEATURES



CHEVEUX HALO™

100% Handmade Construction
Parisian Silk Base For Comfort
Forms To Head Shape
Lightweight | Breathable
Perfect Shape | Size
3D Color Modeling
Anti-Slip Strips

ATTACHMENT

Forms To Head | Tape Optional

APPLICATIONS

Fashion | Editorial | Special Occasion
Medical Enhancement For Exposed Hairline
ie. fringe | sides | temples | nape

Custom Only

the **Full Enhancements**
Original Designs



Beautiful. Stunning. Undetectable. Feather-light. All are words that often describe our Sherri Renée full enhancement designs. Truly distinguished for their modern design, intricate detailing and old-world, artisan craftsmanship, we offer various custom and stock options.

Cheveux™ Full	Stock Custom	Medical Recovery
Aria™ Chiaroscuro Full	Stock Custom	Cosmetic Medical
Aria™ Youth Full	Stock Custom	Cosmetic Medical
Aria™ Luxe Full	Stock Custom	Cosmetic Medical
Alter Ego™ Full	Custom	Medical Recovery
Beaute™ Full	Custom	Medical Recovery
Cosmetica™ Full	Custom	Cosmetic Enhancement
Structure™ Full	Custom	Cosmetic Enhancement



MEDICAL RECOVERY

Medical hair loss requires special design considerations due to the sensitive nature in which hair and scalp are affected. Medical conditions | treatments such as Chemotherapy, Radiation, Alopecia, and injury may leave the scalp irritated and sensitive; therefore, caps need to be light, secure and non-invasive.

The **Cheveux™**, **Aria™**, **Beaute™** and **Alter Ego™** are fully customizable to suit anyone for image recovery, has a sensitive scalp, or has advanced hair loss.

COSMETIC ENHANCEMENT

For fashion-forward or modern convenience options, the **Structure™** and **Cosmetica™** are designed to “go over one’s own hair” without the bulk, heaviness, and unnatural appearance traditional wigs often deliver. On or off the camera, these beauties suit anyone who wants to enhance or change their appearance with ease quickly.





Custom Couture



Custom Couture

Custom Design Expertise

Sherri Renée offers virtually any base material, hair type, wave/curl, scalp replica, ventilation method, or design choice.

Whether you are using one of our collection predesigns as a foundation or create a design from scratch, you have the flexibility to customize your specifications fully.

Consultancy

Sherri Renée has over 26 years of behind-the-chair experience in the salon, manufacturing, and start-up businesses. She is highly recognized for her work ~ designing industry-leading alternative hair solutions for fine & thinning hair, chemotherapy & radiation, alopecia, trichotillomania, trauma/burn, and androgenetic hair loss.

As a pioneer in the medical hair loss industry, she has worked with thousands of clients worldwide to design, manufacture, and deliver hair loss solutions for men, women, and children.

Our Factory

Our factory has over 40 years of experience in the **premier manufacturing** of high-quality hair goods. Highly skilled artisans work closely with our **design team | order requirements** to ensure they deliver excellence.

Design | Elements

We showcase an endless array of design elements used to build your custom solutions, including:

~ Base Materials	<i>Virtual Skin, Parisian Silk, French Lace, Organic Cotton, Mono, E-2, Silicone, Integration</i>
~ Hair Types / Lengths	<i>Indian, Chinese Remy, Euroblend™, Virgin Gray, Fine Synthetic</i>
~ Texture Curl	<i>Chiaroscuro, Fsumato, Shadow Effects, Blended, Streaked</i>
~ Ventilation	<i>French Drawn, French Injected, V-Looped, Single Hair Knotted, Flat Knot</i>
~ Front Hairlines	<i>French Lace, E-2, PU</i>
~ Custom Detailing	<i>Anti-Slip, Darts, Pull Through Tabs, Tape Tabs, French Lace, E-2 Lace</i>
~ Hair Color Design	<i>Chiaroscuro, Fsumato, Shadow Effects, Blended, Streaked</i>
~ Density	<i>Standard, Natural, Customized to Balance Weight</i>

Sherri Renée Atelier



Sherri Renée Atelier

"Hair is as much an art form as painting, sculpting, photography or any other creative medium. Approaching alternative hair couture as an art form unshackles our minds from limiting beliefs and drives us into using our imagination, creativity, and relentless curiosity in powerful, new ways. Client psyche, solid architectural design, chiaroscuro observance, and hairdressing excellence are equal pillars to our hair creations".

Alternative Hair As An Art Form

Sherri Renée Atelier provides a **Fine Art & Design perspective** for virtually all workshops, emphasizing learning in an *interactive, hands-on, and visually inspiring way*. We have designed our curriculum similar to an art college, where students build on core principles of art, design, and form for more specialized applications such as trauma, editorial and fashion.

At Sherri Renée Atelier, we educate our partners through a creative paradigm that pays homage to alternative hair's fine artistry. **Form, function, 3D Color Modeling**, and other artistic elements shape the development and execution of our workshops. Students tap into their creative intuition while given a comprehensive foundation for what makes alternative hair appear natural, authentic, and extraordinary.

Core Requirement (CR) workshops offer a comprehensive perspective on the alternative hair industry and a systematic "fast-track" approach to confidently offering these services to your clientele. Alternative Hair Foundation I and II workshops are designed for those with no or minimal experience and wish to approach alternative hair as an art form.

Advanced Concept (AC) workshops offer more experienced artisans who seek a deeper level of artistic interpretation, technical aptitude, and clarity in their work.

Special Interest (SI) workshops offer more specialized topics for those hair professionals who want to reach outside the norm of alternative hairdressing.

Business Foundation (BF) workshops explore the business aptitude and strategies essential to succeed in this industry. Salon owners, managers, and lead employees are highly encouraged to attend.

Whether you are brand new to alternative hair or are established and would like to gain a fresh new vantage point, we have established a catalog system to help determine your expertise level and desired expansion.

Workshops are taught at our flagship studio in Baltimore, Maryland, or can be tailored or taught on-site at your studio.

Please visit www.sherrirenée.com/workshop-catalogue for specific workshops, descriptions, and dates.

History *of* Sherri Renée

Sherri Renée Alternative Hair Couture begins with her visionary Sherri Renée Romm.



A graduate of both Fine Art from the Maryland Institute College of Art (MICA) and Engineering from the University of Maryland, Sherri Renée combined her artistic and technical aptitude to become a sought-after Master Hair Architect|Designer when she incorporated Versacchi Studios in 1994. Her passion for the arts and desire to help others has been the impetus behind her success.

Sherri Renée spent the first part of her professional life in both the business and art world. She acquired her business savvy while working as an independent information systems consultant to several Fortune 500 companies including Bethlehem Steel, T.Rowe Price, IBM, Westinghouse, and BG&E. At night, Sherri Renée pursued her artistic passion, *painting and sculpting*, while attending Maryland College of Art (MICA). She has exhibited her paintings in galleries and art shows throughout the Mid-Atlantic region.

In 1992, a close friend was diagnosed with breast cancer. Sherri Renée was deeply concerned with her friend's depression that was not only a result of her diagnosis but the loss of her hair ~ her most precious physical attribute. Using her artistic skills and fueled by compassion, Sherri Renée designed and partnered with a factory to create a human hair prosthesis that mimicked her friend's own hair. A local stylist was hired to cut and style to create the finished look.

"It was at that moment I saw my friend's spirit return. I was greatly inspired and knew this was a very powerful moment not only for my friend, but for me as well. I realized my own life would be affected forever. I had found my calling."

This marked the beginning of over two decades with consultancy, design, manufacturing, and education in the professional beauty arts industry. Sherri Renée has since worked with thousands of clients worldwide and is highly recognized for her innovative work in Androgenetic Alopecia, Radiation, Chemotherapy, Alopecia, Burn | Trauma, Burn, Trichotillomania.

A member of National Association of Professional Women (NAPW), American Hair Loss Council (AHLC), and the Professional Beauty Association (PBA), Sherri Renée has received numerous awards and honors including being named "Best of Baltimore Specialty Salon and Top Salon" in Baltimore Magazine. She also has been recognized in other publications as Baltimore SmartCEO, Baltimore Business Journal and the Washington Business Journal.

Always asking how to make things better, Sherri Renée took it upon herself to bring innovation to the hair industry ~ especially since she herself experienced hair loss after both of her pregnancies and a thyroid condition.

"Experiencing hair loss firsthand was a gift of a sort. It forced me to experience the psychology of hair loss and how ones self-esteem is challenged by losing such an important part of their physical identity. Creating the perfect solution became my obsession and muse. I had to rethink alternative hair. Fifteen years ago, hair extensions were becoming very popular and warmly received by the public. Everyone was buying them. I thought if I could create a

small 'accessory' hair ~ like hair extensions ~ that addressed site specific areas, then the public (and myself) could accept and even embrace alternative hair in a fashion forward sense while addressing the problem of hair loss."

Armed with an artist's eye and an engineer's obsession with detail, she created the Parisian Hair Enhancement Collection ~ which is at the forefront of leading design solutions, innovations and technologies for fine and/or thinning hair and medically related hair loss. It also is for those who simply want a fashion choice, easy styling or the ability to make a quick "wardrobe" change without the fuss, commitment and the investment of time.

The Collection is 100% hand-crafted and comprises over forty patented design elements. The collection includes flash enhancers, volumizers, bangs, parts, falls, ponytails, chignons, crowns, extensions and full coverage enhancements. Clients can achieve more volume, lift, length, fullness, color and hi-lights only where desired. The momentum increased as word of mouth quickly spread among other stylists and salon owners, creating regional interest and prompting the formation of Sherri Renée & Co, LLC.

"I deeply feel there is something special about our approach to hair design and the artistic vantage point we embrace. Collaborating with like-minded salon owners and stylists seemed natural. Connecting compassion for helping others and the passion for the creative work just feels right."

The Parisian Hair Enhancement Collection is only offered through hand-selected, authorized partner salons ~ which have been properly trained and certified in the Fine Art and Design of Alternative Hair Couture.



Featured Painting
Original 36" x 48" Oil Painting
By Sherri Renée

When she's not behind the chair working her magic with clients or teaching stylists, Sherri Renée can be found spending quality time with her family including *Kahlo* ~ her golden retriever ~ painting, and interior designing.

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