

## Nicholas French, National Creative Director SHE Hair Extensions by SO.CAP. USA

Nicholas French hails from a world famous British hairdressing family. Having owned several salons in the UK, his own story is very unique. He has expanded his interests to working in print, video and even motion pictures. Additionally, he has traveled the world as a well known guest artist for many years. French is the National Creative Director for SHE Hair Extensions by SO.CAP. USA and an International Educator for Matrix.

French now resides in the USA. His creative exploits have extended to designing the runway hair for such designers as Emanuel Ungaro, Eres, Luca Luca, Alpana Bawa, Guess Jeans, Levi, Dollhouse, Mavi, and Betsy Johnson. He has also recently appeared on Fashion TV, E Channel and Channel 7 in Chicago, Good Day New York Channel 5, The Today Show Channel 4 and the Oprah Winfrey Show. Nicholas French was chosen to create and lead the Vavoom Team for the Instyle Runway Show 2005. Additionally, he created the hair for the 40th Anniversary Cosmopolitan Runway Show.

Nicholas French recognizes the development of hair design, which has finally taken its important place in the fashion world. His shows and presentations are carefully positioned into the marketplace to a far more discerning audience than ever before. French now uses a well-sourced international fashion consultant to research fashion trends. With this intelligence, he has the advantage of seeing the future fashion trends in advance. He believes that every country, every state and every city has its own signature of demographic identity. The Nicholas French criteria is to educate through advanced planning, once an audience has gained the reality of a new trend. With a combination of haircuts, haircolor and hair extensions geared to create new fashion directions, the audience will then have that creative edge over their competitors from every field. Nicholas French shows will always have a cross section to cater to the many different standards of salons; may it be redefining the basics, the classics or the avant-garde with a special section of the presentation dedicated to a specific new upcoming commercial trend.

As National Creative Director, French has many short term and long term goals for SHE Hair Extensions by SO.CAP. USA. Some of his plans include taking SHE Hair Extensions by SO.CAP. USA to the next level at trade shows, press events and special events, developing a strategy to promote the company as the number one hair extension education team in North America, creating a key education team both nationally and internationally, researching and planning new product development while recognizing and utilizing international trends, training and developing show teams and ultimately creating and developing a new fresh image for SHE Hair Extensions by SO.CAP. USA.

Nicholas French notes, "SHE Hair Extensions by SO.CAP. USA is already respected as having the best educational system for professional hair extensions in the world. We must now make the world aware of this and to really start the creative engine of the educational team for SHE Hair Extensions by SO.CAP. USA, so that we have a stand alone uniqueness in the hair extension business. We already offer more haircolor shades than any one else in this industry. It is just a matter of showing the world what a difference our product can make. We should be 'All things to all people' as far as advanced education is concerned."

French is an expert in dynamic haircuts, finished hairstyle designs, hairdressing, long hair fashions, professional hair extensions, runway shows, trade shows, seminars and motivational speaking. He has received notable awards and achievements including three nominations for Southern British Hairdresser of the Year, Matrix Avant Garde Hairdresser of the Year in 1997 and 2001, Matrix Platform Artist of the Year in 1998. Additionally, Nicholas was voted in the 'Top 75 Educators Of The Century' by Modern Salon, nominated for Platform Artist of the Year 2003 by Behindthechair.com, an ABBIES Winner – Best Product Marketing, A 2005 Finalist for the North American Hairstyling Awards for Masters, a 2006 winner of the North American Hairstyling Awards for Avant Garde Hair Design, a 2007 finalist of the North American Hairstyling Awards for Texture, a 2007 finalist for BehindTheChair.com Stylist Choice Award, Platform Artist of the Year, a 2008 winner for the North American Hairstyling Awards for Avant Garde Hair Design, a 2008 finalist for the North American Hairstyling Awards for Texture and a 2008 finalist for the North American Hairstyling Awards for Editorial.

SO.CAP. s.r.l. Hair Extensions Company is based in Naples, Italy, with several offices across Europe and North America. SO.CAP. USA, the official North American branch, is headquartered in New York, with 12 other regional offices around North America, with offices also in Canada, Puerto Rico, the Dominican Republic and Latin America. They have been featured in numerous international professional beauty trade and consumer publications.



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hair extension by SO.CAP.  
USA

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Your Vision.**



175 Myrtle Avenue

Mahopac Falls, NY USA

877-855-HAIR

www.socapusa.com

Info@socapusa.com