

Beat: Vips

## **PROFESSIONAL HAIR CARE BRAND ANNOUNCES ACTOR JAMES DEAN AS NEW BRAND AMBASSADOR**

### **THE REBEL WITHOUT A CAUSE**

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**USPA NEWS** - Today, on International Men's Day, Sexy Hair, the professional hair care brand and creator of the best-selling and award-winning Big Sexy Hair Spray & Play hairspray, is proud to announce cultural icon James Dean as the new ambassador for the brand's Style Sexy Hair line beginning in April 2016.

Today, on International Men's Day, Sexy Hair, the professional hair care brand and creator of the best-selling and award-winning Big Sexy Hair Spray & Play hairspray, is proud to announce cultural icon James Dean as the new ambassador for the brand's Style Sexy Hair line beginning in April 2016.

This partnership will pay homage to Dean's iconic, brooding look with a multi-tiered marketing campaign, including use of Dean's name and photos in advertising, online, in-store and public relations efforts.

For decades, James Dean has been recognized as the epitome of 'cool,' with a devil-may-care demeanor and suave style. His voluminous, perfectly coiffed hair has transcended decades of fashion and trends, and became a trademark all its own. Now, 60 years after his death, James Dean remains one of Hollywood's most enigmatic icons, and 'The James Dean' is still one of the most desired hairstyles today.

The James Dean marketing campaign, commissioned by Sexy Hair, will include a series of print and digital ads featuring famous James Dean photographs, images and quotes. Debuting in April 2016, the advertising will feature Dean alongside Style Sexy Hair products, ideal for men everywhere to tap into their inner cool.

Source : Sexy Hair

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