



BY SAM KLEGERMAN

STUDIO

- ▶ **Born on March 10, 1980**
- ▶ **Grew up living in both Utah and Hawaii**
- ▶ **Found her love for doing hair when she was 9 years old in her bathroom where she invited all of her friends over and gave them all haircuts with her dad's razor blades.**



FROM THERE

- ▶ After moving from Utah to California with “\$300 and a Honda Civic hatchback” Atkin began to contact every salon in the Southern California area to better her craft and to later work under numerous top stylists and salons.
- ▶ Her first big job was going on Madonna’s world tour in 2009 with Andy Lecompte as his assistant / coffee bitch.



- ▶ After working under many well known hair colorists and stylist, Jen decided it was time to focus on herself and her own brand & begin to work independently
- ▶ From there she decided to create an online “hub” for people that were as obsessed with hair as her.
- ▶ Jen created “[ManeAddicts.com](https://www.maneaddicts.com)” to give her audience and all hair lovers tutorials, advice, product reviews, and style tips about all things hair in and out of the salon.

The logo for 'MANE ADDICTS' features the words in a large, bold, sans-serif font. The letters are filled with a vibrant, multi-colored galaxy pattern, transitioning from deep blues and purples on the left to bright oranges and reds on the right. A thin white horizontal line runs beneath the text.

HOW TO'S INSPIRATION UNIVERSITY MASTERS WHAT TO BUY NEED TO KNOW MUSES CITY ABOUT

ALL ABOUT THE NUMBERS

- ▶ With all eyes on Jen's newest website / creative online forum about anything and everything hair, Jen's social media following sky rocketed.
- ▶ Becoming the only hairstylist in 2010 with an influential follower base.
- ▶ Jen to this day still credits social media for being one of her biggest side kicks in the game of life.



- ▶ As Jen's following began to grow due to [ManeAddicts.com](https://www.maneaddicts.com) and her famous clientele, Jen remained true to her brand and identity as a hustling artist.
- ▶ Jen is known for being "The Hair Stylist for the People" due to her motto being that you should be able to create a full hair look within 5 minutes in the bathroom.
- ▶ She strives to give her clients effortless yet striking looks that leave the viewer engaged with relaxing and vividly textured hair.
- ▶ With numerous celebrity clients and influential power, Jen's signature natural waves have reinvented how people are now seen on many runways, red carpets, magazine covers, and tv shows today.

THIS “OUAI”

- ▶ After years in the salon, behind a desk, & mentoring under bigger stylists, Jen decided in 2016 to put her influential power and following to use by officially launching her hair care line titled “OUAI” (pronounced way) which is the casual Parisian way for saying “Yes”
- ▶ The brand consists of texturizing sprays, shampoos, conditioners, masks, and repair oils and many other products that all promote and enhance effortless yet styled hair.
- ▶ backed by Kim Kardashian, Khloe Kardashian, Kourtney Kardashian, Kylie Jenner, Gwen Stefani, Chrissy Teigen, Gigi Hadid, Jessica Alba, Katy Perry, Bella Hadid, Kendall Jenner, Demi Lovato, and many more, OUAI has become the biggest Hair Care brand of 2016 and has become an international beauty demand.



THAT "OUAI"

- ▶ With the publicity and brand strategies taken by Jen to produce OUAI, many in the beauty industry are inspired by her minimalistic yet bold ideas, her ambition and courage to take risks with making a global brand, and her ability to make the "undone" look "done"
- ▶ I personally love her aesthetic and how she brands herself with a "simplistic" vibe. She inspires her following to live and work without hectic fashion emergencies and to focus on life without spending too much time fussing in the bathroom.



TODAY

- ▶ Today Jen is continuing to travel internationally to work with her celebrity clients near and far to give them up to date/stress free looks.
- ▶ Teaming up with Dyson, Jen collaborated with the multimillion dollar brand to create their first ever Blow Dryer that is famous for drying any kind of hair in less than 5 minutes



**“I REALLY DO THINK WE LIVE
IN A TIME WHERE WE CAN
HAVE IT ALL AND DO IT ALL”**

Jen Atkin