

# Airie McCready

## Founder, Creative Director

Born in Los Angeles, CA, Airie McCready was an artist from the time she can remember. From creating her own line of puppets that she sold door to door at age 10, she has been inventing, and marching to the beat of her own drum. Always involved with the animal kingdom in some way, she has done everything from volunteering in an animal hospice to working for an animal ambulance company.

McCready has worked as a model, actress, make-up artist, photo stylist and photographers assistant, Nightclub manager and media retailer, as well as in the movie industry as a script editor and independent film executive producer. Working as an art director for such magazines as Shape and Teen, as well as directing, casting and producing photo shoots for ad campaigns and underground publications, McCready developed a unique style and an eye for upcoming trends.

“Everything I have done up until now,” she says, “has prepared me for my new company.”



Photo: [www.voelkerstudio.com](http://www.voelkerstudio.com)



Photo: Mandyl Florez for Air Feathers

A longtime fiber artist and licensed cosmetologist, McCready discovered her love of hair extensions ten years ago when she had to have her hair cut off after a severe horseback riding fall for which she was hospitalized for several weeks. At first she was told that she would not walk again, but set out to prove that fact wrong. After pushing herself and extensive physical therapy, she is now stronger than she ever was before her fall.

“After I realized that I would be ok,” she says, “I think I cried more over the matting and cutting off of my long hair than the fact that I was in the hospital. I knew that my bones would heal in a few months, but I had no idea how much my identity was tied up in my hair.”

After having every hair extension system on the market installed on her own hair, McCready was not satisfied with any of them. So she set out to develop her own, and included getting a cosmetologists license as part of her education. One of her goals was to use her art background to change the way

people perceive hair, as well as to develop a way for anyone to have affordable, high quality hair extensions. Now a Master Extension Artist as well as an extremely educated colorist, she has combined her love of hair with her art forms, creating unique, wearable art. As she prepared her hair extensions system for market, the feather craze struck.

“I saw an opportunity to put something new on the market, and start my own trend,” she says, “and was amazed that I was able to do it in under three months.” She discovered the “fairie feather” and was able to obtain it from farms that are cruelty free, humane, and do not kill their birds.

After being taken on by several distributors, McCready is now advancing into other unique wearable “hair art” that can bring amazing marketing opportunities as well as high revenue to her fellow stylists.

McCready is opening “Air Feathers Boutique” in August of 2011. The Boutique will feature the first “Feather Bar” in the world that stocks her Fairie Feathers for installation on the public, as well as several other extension forms that she has invented and plans to market in the future.

McCready lives at home with her pets in sunny Escondido, California. She currently sports a full head of her own fairie feathers. [www.airhairextensions.com](http://www.airhairextensions.com)