



ghd announces celebrity stylist David Babaii as new brand ambassador for North America

ghd, the world's leading luxury hair styling brand, has announced today the appointment of celebrity stylist David Babaii as the new brand ambassador for ghd North America. One of the most sought after stylists in Hollywood, Babaii, whose work has appeared on runways, ad campaigns, and has graced the covers of *Elle*, *Vogue*, and *Vanity Fair* among others, is the latest hairdressing heavyweight to join ghd as a brand ambassador.

With more than 12 years' experience, David's passion for hair and styling is infectious, but it's his eye for the best products in the world that led to the new relationship with ghd.

Styling some of the biggest names in Hollywood, including Angelina Jolie, Kate Hudson, Jennifer Lawrence, Sarah Jessica Parker, and longtime friend Gwyneth Paltrow, it is Babaii's discerning eye when it comes to carefully selecting hair tools and products that has been key to creating his coveted hairstyles.

"Over the span of my career, I have been asked to partner with a multitude of hair tool brands but none have met the quality or performance standard that I was looking for. With ghd, I have found the perfect fit," says David Babaii, newly appointed North American brand ambassador for ghd. "I was drawn to ghd's tools because they are pure luxury. Not only do they combine elegant design with state of the art technology, delivering the type of results and performance I need, but the single heat setting on their tools ensures that I'm styling at the optimum styling temperature of 365° F. Because of this my clients' hair remains healthy, shiny, and my styles last longer than with any other tool that I've tried. I demand the best for my clients and for myself and ghd is just that, the best. Their tools are the only ones that I use. With ghd tools in my kit, I know that my clients will have a good hair day, every day."

Francesca Raminella, President of ghd North America is also excited for Babaii's appointment to brand ambassador, and what this means for the brand. "David is one of Hollywood's and hairdressing's most talented, loved and admired stylists, so we're thrilled that he's going to be working with us all at ghd," commented Raminella. "His enormous enthusiasm and passion for ghd is matched by his brilliant creativity. We can't wait to start working with David as our first-ever North American brand ambassador, offering on-trend styling tips and expert advice to our customers, as well as launching some very exciting projects later in 2014."

Babaii joins an esteemed line-up of global stylists working with ghd that includes Sam McKnight, Kenna, Zoe Irwin and Jayne Wild, and the newly appointed global brand ambassador, Adam Reed, in London.

Note to editors:

- ghd is always written in lower case and stands for 'good hair day'.
- ghd is an iconic British, professionally endorsed hair styling brand, available only through ghdhair.com, Sephora, select premium retailers and fine salons.
- ghd is celebrating its 14- year of transforming the way women style their hair around the world. In 2001, ghd re-invented the professional hairstyling tool market with the launch of its ground-breaking styler, replacing flat irons, straighteners and curlers with a professional styling tool designed for salon use that could also be used easily by consumers at home.

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PRESS CONTACT:

Bollare Communications
212-677-5400

Amanda Breault | amanda@bollare.com
Dana Turek | dana@bollare.com

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