

Fetish Party

for GirlBoy Hair Candy!

Monday the 5th of September brought out of the woodwork, Christchurch's hairdressing fraternity for a night of fun, fashion, music and entertainment at the upper stylish Xo Room at the Liquidity bar. Following on from it's successful launch at this years Hair Expo in Sydney, GirlBoy Hair Candy opened it's New Zealand campaign with a wild and wonderful Fetish Party which reflected the brand's 'fun going' image.

With product names like Fetish, Whip, Wrestle and Twisted the theme was easily set. Just as memorable were the deliciously fresh fragrances. GirlBoy is aimed at a unisex market who are young or young at heart, definitely not for the faint hearted or boring old farts! GirlBoy Hair Candy Fills the gap in the market for a higher quality funky range of hair products at prices you can afford to use everyday.

Nicole Nikiloudis, GirlBoy Hair Candy International training manager, handled the presentation to the packed venue superbly. Rhys, from Progressive Salon Supplies, the local distributors of GirlBoy, said that the reaction to the range has been fantastic and that they have been inundated with enquiries from all over the country. Images were there to join in the fun and get a first hand experience of how Christchurch parties! With lots of giveaways, great food and atmosphere it was certainly a night to remember.

