

PRAVANA™

- IN THE PRESS -

Conversations/Profiles

GETTING TO KNOW YOU

Meet the industry's movers and shakers.



WHO Sherri Jessee
WHAT Global Creative Advisor, Pravana

What exciting innovations do you look forward to implementing?

I am honored to be working with the fabulous team at Pravana, and I look forward to creating new techniques for educators that I can share at shows and in classes across the country. The amazing products, like ChromaSilk Hair Color and Nevo Color Care, combined with time-efficient coloring, cutting and styling methods can enable stylists to produce incredible results while increasing revenue.

Where do you find inspiration?

I can't get enough of beautiful imagery. I devour international fashion magazines and constantly stalk gorgeous photos online. I'm also inspired by traveling, visiting museums and people watching.

Are stylists born or made?

Based on my own experience, I know this was something I was born to do. I cut hair for years—starting at age 11!—before I received any professional training, and I did not come from a hairdressing family. Becoming a platform artist 20 years ago was the perfect opportunity for me to utilize my skill set, and it opened doors to a plethora of other opportunities.

BEAUTY launchpad



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