

**For Immediate Release**

**MEET REDKEN’S STYLING MUSE:**

**MUSICIAN & MODEL SKY FERREIRA**

**NEW YORK, NY, DECEMBER 2013** Great hair is about the power of transformation. It’s about constantly reinventing your look and yourself. It’s about not sticking to the status quo. Redken’s new Styling muse **Sky Ferreira** embodies all of that and more.

A musician, model and DJ, Sky’s signature blonde hair and ever-evolving style inspire clients and hairstylists alike to transform their look and express themselves through hair and fashion. “Sky is the perfect choice for Redken,” says Shane Wolf, Redken Worldwide General Manager. “She has an incredible spirit and a style all her own. She has a story to tell, and she’s not afraid to tell it.”  Adds Leslie Marino, General Manager, Redken US: “Sky embodies the energy of every New Yorker. NYC is a dynamic place where people come to reinvent themselves and share their story with the world.”

Born in Los Angeles, Sky got her musical start on MySpace and built her fan base the modern way: through social media. The pop sensation spent years scribbling down lyrics and uploading various demos to her MySpace profile, catching the attention of the music industry. With a career born in the digital age, Sky’s music and artistic endeavors have been shared with a wide audience of followers.  In October she released her highly anticipated album, *Night Time, My Time.*

No stranger to the world of fashion, Sky has appeared at Fashion Week, sitting in the front row and DJ-ing at after parties, and even walking the Marc Jacobs runway show this past season. She’s been featured in publications including American, French and British *Vogue, W, Interview,* *Dazed and Confused* and more. She’s worked with top fashion photographers including Mario Testino, Inez and Vinoodh, Mario Sorrenti, Ellen von Unwerth and Terry Richardson, who shot the video for Sky’s single “Red Lips.”

Sky’s following on social media gives her a direct connection to her fans and lets them experience her hair and fashion transformations firsthand. As Redken’s new Styling muse, she’ll make her debut with images by famed fashion photographer Matt Irwin, shot on-location in NYC, plus a social media campaign that gives viewers a glimpse into Sky’s multi-faceted life.

 **ABOUT REDKEN 5th AVENUE NYC**

Redken 5th Avenue NYC is a professional haircare and haircolor company dedicated to providing inspiring education, groundbreaking products and unparalleled creativity for clients and stylists alike. With a backstage presence at Fashion Week in New York, London, Milan and Paris, Redken creates the buzz, sets the pace and establishes what’s new, what’s hot and what’s next in hair. For more information visit [Redken.com](http://www.redken.com), [Like Redken on Facebook](http://www.facebook.com/redken)  or follow us on Twitter Instagram and Vine [@Redken5thAve](http://www.twitter.com/redken5thave)