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Samuel Cole Salon/Salon Moxie Named Official Salon For High-End Fashion Show Coming To Raleigh

February 1, 2008 (RALEIGH, NC) – Samuel Cole Salon, an award-winning hair salon in North Raleigh, and its sister salon, Salon Moxie, will serve together as the Official Salon for STRUT a gala fashion show to be held in downtown Raleigh on Saturday, May 3, 2008, beginning at 9 p.m.

According to producer Brian Williams of Brian Williams Television (www.brianwilliamstv.com) STRUT will spotlight new collections by top designers with Raleigh roots, including Miranda Laughlin (dresses), Amy Stephenson (jeans), Guy Marshall (boots), Elizabeth Yarborough (jewelry) and Holly Aiken (bags), plus fashions from several local designers and boutiques.

And when the models strut down the catwalk in the designers' *couture*, they'll also be wearing hair and make up created by the stylists of Samuel Cole Salon (www.samuelcole.com).

"The behind the scenes action of a fashion show has more electricity than any other type of live production," said Jack Ray, senior stylist and co-owner of both North Raleigh salons with his wife, Joelle. "All the creative energy and effort coming together to create a vision that will walk down the runway – it's quite a rush. We are excited to be chosen for this amazing opportunity."

Besides the cameras capturing the show itself, which will be televised on CW22 (Channel 2), more cameras will capture the excitement and frenzy backstage as the stylists prepare each model for his or her turn on the catwalk.

"Our stylists from both salons are very excited," Ray said. "This is a fantastic opportunity for our team to showcase their talents and really be involved with fashion in the full context of hair, clothing and makeup."

STRUT will feature live musical and dance performances along with the fashion show, Williams said. The specific venue will be announced soon, along with advanced ticket information. *Social The Magazine* is a partner in the venture.

Samuel Cole Salon, located at 240 Newton Road, was featured this summer in both *Salon Today* and *American Salon* magazines and will be featured in an upcoming edition of *Estatica*, an Italian style magazine. It was named one of the Top Ten Hair Salons *and* It has been voted as one of the top salon's in Citysearch's Best of the Triangle readers' poll for several years. In 2006, it received *Metro* magazine's "Metro Bravo" award for Best Salon in the Triangle.

For more information on Samuel Cole Salon, visit www.samuelcole.com. For more information on Salon Moxie, go to www.salon-moxie.com.

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