

PRESS RELEASE

WIGS BY SHUNJI MATSUO

Shunji Matsuo Launches Signature Range of Wigs

Bringing together fashion, attitude, lifestyle appeal and versatility – with the convenience of wear-and-care comfort and practicality, hair maestro Shunji Matsuo is poised to put high quality fashion wigs firmly onto the Singapore fashion scene, with the launch of his signature collection: **Wigs by Shunji Matsuo**, specially created to give women the chance to have the hairstyles that they have always dreamt about.

Wigs by Shunji Matsuo is the ultimate fashion accessory for fashionistas who want the spontaneity and versatility of changing their hairstyles effortlessly, without having to wait for their hair to grow out or spend hours in the salon. Stylish, lightweight, and natural in look and feel, the hand made wigs are exclusively designed for beauty and comfort by Shunji Matsuo himself, and created specifically for extended wear in Singapore's tropical climate.

Featuring the latest trends and styling techniques, **Wigs by Shunji Matsuo** gives women the creativity to express how they feel – romantic, sophisticated, dramatic, bold, cute, wild, sexy or provocative – through a variety of different looks. With a choice of more than 35 different styles and lengths to match any occasion, from short chic bobs, silky long tresses, cascading curls, elegant updos to finely sculptured coiffures, dressing up and looking good has never been easier and so much fun!

Popular amongst international celebrity style icons and supermodels whose head turning looks have inspired the fashion capitals of the world, designer wigs, according to Shunji Matsuo have come a long way from being just the practical aesthetic solutions for hair loss conditions or fancy dress costumes. "Fashion wigs have the ability to complete and transform any look, and like designer bags and shoes, are important accessories that women should always have in their wardrobes," said Shunji Matsuo.

“I wanted to liberate women from the constraints of having to settle for just one hairstyle to fit their professional image, by giving them the versatility of being able to change their looks with different hair lengths, colours and styles, to reflect their attitudes, lifestyle and personality. This not only gives women the confidence of being able to make head turning appearances in a variety of styles that suits their mood, look and occasion, but also creates endless possibilities for them to discover and appreciate the full potential of their own beauty!”

Wigs by Shunji Matsuo are customized for fit and professionally styled to not only accentuate the wearer’s best feature but also their personal preferences. In addition to being taught how to manage and maintain their wigs, customers are also guided on the different styling options of each wig, so that they can enjoy the ease and versatility of creating different looks, all within the comfort of their own home.

Customers also have the option of keeping their wigs at the salon, which also offers additional styling services for those who want to periodically update the style of their wigs, which can be coloured, cut and permed, the way they would their own hair.

Available in three ranges (natural, synthetic and mixed) **Wigs by Shunji Matsuo** are priced from \$500 to \$1500, including customization styling and fitting and are available at Shunji Matsuo Hair Studio, 20 Bideford Road, #01-02, Wellington Building, Singapore 229921. Telephone: 62381522.

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