

# Style

Seasonal Fashions & Trends

## Hair Apparent

Danny Knight has shampooed, cut and styled the hair of countless clients over his 30-some-year career and has felt the angst of those suffering from hair loss.

“I went through it myself at a young age,” he says, noting the myriad of reasons for falling follicles, from heredity and thyroid issues to the effects of chemotherapy.

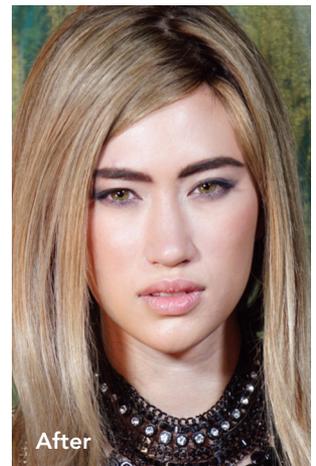
According to industry estimates, roughly one-third of women are coming to salons with hair loss issues. Knight says people explored all kinds of options from extensions to toppers to full wigs, but the “alternative hair” created by Owings Mills designer Sherri Renee Romm prompted him to partner with Romm and offer her products in his salon, Soft Images, 2480 Osprey Way. His was one of a select number of salons nationwide selected as partners.

“She had a friend who was losing her hair from chemo,” he says, and designed a hair piece for her. Romm has since come up with more than 21 patented elements including bangs, ponytails, chignons, crowns and extensions.

“Things like toupees had a stigma, a negative connotation,” Knight says. “We’re trying to change the culture” with a quality product that looks more natural.

And even if hair loss isn’t an issue, alternative hair also serves women seeking a different style for a special occasion or “just because.”

insider



FEATURED VENDOR: SOFT IMAGES STYLING SALON 2480 Osprey Way [www.softimagessalon.com](http://www.softimagessalon.com)