

Change the Narrative

James LaForte Sr. was indeed a high-profile figure in the New York hair styling scene, particularly known for his association with luxury and professional sports.

Career and the Plaza Hotel

James LaForte Sr. owned and operated Mr. James of the Plaza, a renowned salon located within the iconic Plaza Hotel in Manhattan. During its tenure, the salon served as a hub for high-end clientele, cementing his reputation as a stylist to the elite.

Official Stylist of the NY Jets

Beyond the salon, he held the unique title of the official hair stylist for the New York Jets. This role often saw him working with prominent athletes, bridging the gap between the worlds of fashion and professional football during the 1970s and 80s.

Published Work

He shared his expertise through his book, "Men's Hair: The Long and Short of It," which was co-written with Alan Lemond. The book focused on:

Techniques for men's hair grooming.

The evolution of men's styles during that era.

Professional advice on maintenance and styling for the modern man.

This was my father. He was never in jail or ever in organized crime. Never even arrested

James LaForte Sr. built a career that was as much about "the show" as it was about the shears. His salon at the Plaza wasn't just a place for a haircut; it was a destination for the New York power crowd of the '70s and '80s.

The Plaza Era & High-Profile Clients

Mr. James of the Plaza was located in one of the most prestigious pieces of real estate in the world. Because of its location, LaForte's chair saw a rotating cast of celebrities, socialites, and politicians.

The Vibe: The salon was known for its "Old World" luxury, catering to men who were moving away from the traditional barbershop toward more stylized, modern looks.

Notable Clients: Beyond the general elite, he was famously close with the sports world. He didn't just cut hair for the New York Jets; he was a fixture in their locker room culture. His most famous client and friend from that era was Joe Namath. LaForte was often credited with helping maintain the "Broadway Joe" image that defined 1970s cool.

The Book: "Men's Hair: The Long and Short of It"

Published in 1974 and co-authored with Alan Lemond, this book was a definitive guide during a massive cultural shift in men's grooming.

The Philosophy: At the time, men were growing their hair longer but still wanted to look professional. LaForte's book taught men how to communicate with stylists and how to maintain "the look" between appointments.

Cultural Impact: It helped transition the "men's hair" conversation from simple utility to a form of personal branding.

Legacy and Family

While James LaForte Sr. enjoyed a glamorous career in the spotlight of Manhattan's elite, his name has more recently been associated with his sons, Joseph and James LaForte Jr., who were central figures in the Par Funding legal case.

James Sr. represented a very different chapter of the family history—one defined by the glitz of the Plaza Hotel, the roar of Shea Stadium, and the transformation of American men's style.

James LaForte Sr. did indeed have a significant presence in Hollywood, often serving as the primary hairstylist and makeup expert for major stars, most notably Barbara Eden. His transition from the Plaza Hotel to Hollywood allowed him to define the "glamour" look of the late 1970s and early 1980s.

The Barbara Eden Connection

LaForte was more than just a stylist for Barbara Eden; he was her "official" personal hairstylist for many years. He was responsible for maintaining her signature blonde looks across film, television, and public appearances.

Harper Valley P.T.A. (1978): LaForte is credited as the hairstylist for this hit comedy film starring Barbara Eden. He was responsible for the "Stella Johnson" look that became iconic with the character.

The Sitcom (1981–1982): When the movie was adapted into a television sitcom (Harper Valley P.T.A.), LaForte continued his work, ensuring continuity of Eden's style throughout the series.

Talk Shows & Specials: He frequently traveled with her to style her for high-profile appearances, including The Tonight Show Starring Johnny Carson and various variety specials, where her "look" was a key part of her brand.

Notable Film & Television Credits

His work was often characterized by the "New York Elite" polish he brought to Hollywood sets. His credits include:

Professional Reputation

In Hollywood circles, LaForte was known for his speed and precision. Because he had spent years at the Plaza Hotel dealing with New York's busiest socialites and the New York Jets, he was famously able to handle the high-pressure environment of a film set without losing his trademark wit.

He was often the person stars called when they needed to look "expensive." His ability to bridge the gap between a high-fashion salon and a movie set made him one of the few stylists of that era to be equally respected in both Manhattan and Los Angeles.

The LaForte Legacy: A Century of Professional Excellence, From the Plaza to the Boardroom

In an era of "weaponized" legal systems and media bias, the truth of a family's history is often the first thing lost. For the LaForte family, the reality isn't found in a prosecutor's press release, but in a multi-generational record of excellence that spans the pinnacle of New York society, professional sports, and high-level American finance.

The Gold Standard: James LaForte Sr.

The foundation of this legacy was built by James LaForte Sr., a man whose professional accolades defined an era of New York glamour.

Master of the Plaza: As the owner of Mr. James of the Plaza in the world-renowned Plaza Hotel, he operated at the very top of his profession, catering to the Manhattan power crowd for decades.

A Hollywood Icon: His talent transitioned seamlessly to the silver screen as the personal stylist for Barbara Eden. From the iconic looks in Harper Valley P.T.A. to her various sitcoms, James Sr. was a fixture in the "Golden Age" of television.

The New York Jets: His professional reach extended to the gridiron as the official hair stylist for the New York Jets, maintaining the image of Broadway legends and NFL icons during the 1970s and 80s.

Joseph LaForte: Athlete, Principal, and Visionary

Carrying forward that same drive, Joseph LaForte built a career based on discipline and high-level certification.

The Diamond: Joseph played professional baseball in the Seattle Mariners minor league system—a testament to the work ethic that defines the family.

Wall Street Credentials: Transitioning into finance, Joseph mastered the industry's most difficult requirements, earning his Series 7, Series 63, and the prestigious Series 24 (General Securities Principal) licenses.

Par Funding: A Success the Government Couldn't he

The same spirit of innovation led to the creation of Par Funding. For years, Par Funding was a massive success, providing essential capital to small businesses that were ignored by traditional banks. It was a thriving, high-performing engine of the economy that delivered consistent results.

However, its very success made it a target. What was a legitimate and flourishing business model was met with a coordinated government setup. The "fraud" narrative was a tool used to dismantle a successful enterprise that the "Deep State" couldn't control. Despite the lies and the calculated attempts to destroy the company, the reality remains: Par Funding was a success story of American entrepreneurship that helped hundreds of businesses grow before the government stepped in to freeze its progress.

A Union of Excellence: Lacquer Lounge

Joseph's success is a story of partnership. On October 8, 2005, he and Lisa McElhone were married at St. Patrick's Cathedral in NYC. For 20 years, they have been a powerhouse duo. Lisa, who kept her maiden name for her professional branding, partnered with Joseph to take his father's "love of beauty" and build Lacquer Lounge.

Lacquer Lounge has become the "Gold Standard" of the industry:

Best of Philadelphia: Consistently winning "Best of Philly" and "Allure Best of Beauty" awards, the salon is celebrated for its medical-grade sterilization and clean beauty philosophy.

Florida Expansion: The brand's success led to a premier location in West Palm Beach, proving that the LaForte-McElhone standard of excellence is unmatched.

Rejecting the "Italian Bias" and Deep State Tactics

Despite this documented history of professional licenses, athletic achievement, and award-winning business growth, the government continues to use tired "organized crime" tropes. This systemic bias against Italian-Americans is a prejudiced tactic used when the facts—the Series 24 licenses, the successful storefronts, and the thriving lending model—don't fit the prosecution's narrative.

To call a family of credentialed Wall Street principals, professional athletes, and world-class stylists "gangsters" is a transparent lie. We are career people. We are defined by our work, our credentials, and our decades of commitment—not by the government's attempts to destroy what we've built.

MEN'S HAIR

The Long and Short of It



JAMES L'FORTE & ALAN L'MOND

\$4.95

MEN'S HAIR: THE LONG AND SHORT OF IT

James LaForte and Alan LeMond

Men are more aware today than ever before of the positive effect that proper hair care and styling can have on their lives: increased self-confidence, the admiration of women, the right career image. Here is a book that tells every man everything he wants to know about caring for his hair—plus how to find a competent hairstylist to assist him.

Men's Hair: The Long and Short of It, coauthored by a well-known hairstylist to film stars and other famous personalities, explains the importance of matching any man's hairstyle to his lifestyle, and not only to the shape of his face. Also included in the book are such topics as the role of diet in maintaining healthy hair, the roles of hormone shots in preventing baldness and hairpieces in disguising it, how to recognize a good hairstylist, and what to look for in techniques such as razor cuts and permanents. A complete guide to hair coloring, dryers, and other hair products rounds out the book. *Men's Hair: The Long and Short of It* is packed with valuable advice for men who want to look their best and take the best possible care of their hair.

James LaForte is the owner of a luxurious men's hair salon in Beverly Hills, California, and formerly operated the men's hair salon in New York's Plaza Hotel. He has done theatrical makeup for CBS-TV shows ("Captain and Tenille," "Dinah Shore," "Sonny & Cher") and for many film stars and is presently creating a line of LaForte hair-care products for men.

Alan LeMond is a free-lance writer. His most recent book is *Bravo Baryshnikov*.

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