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**INDIQUE HAIR SPONSORS BEAUTY MAKEOVER
FOR ECONOMICALLY DISADVANTAGED WOMEN IN NEW YORK CITY**

NEW YORK, NY – March 19, 2012 – Indique Hair, the leading premium hair extension company in the United States will host a **“Day of Glam”** beauty makeover for women served by the non-profit organization, **Bottomless Closet**. This momentous event which will take place on **Monday, April 2, 2012** at Indique Studios in New York City is part of the company's philanthropic initiative called **Indique Cares**.

Day of Glam is the celebration of Indique's partnership with Bottomless Closet. In addition to the upcoming beauty makeover, Indique is currently hosting a month-long clothing drive in the Boston, New York, Little Neck, and South Orange boutiques. “We at Indique are so proud to be working with Bottomless Closet and to provide a platform of awareness” says **Ericka Dotson, Indique Hair Co-founder and Creative Director**. “It is always important to give back.”

Indique will have a team of professional stylists and makeup artists who will donate their time and services to provide workplace appropriate beauty tips to twenty disadvantaged women from **Bottomless Closet**. The Indique STUDIO Collection, the series of innovative, quick, and easy to apply hair extensions, will be the highlight product of the event.

Each women will also receive complimentary goodie bags containing a variety of take-home trendy beauty products. This event will empower these women to explore their own inner beauty and gain the self-confidence they need to succeed in the workforce.

ABOUT BOTTOMLESS CLOSET

The mission of Bottomless Closet is to help disadvantaged New York City women become self-sufficient through a comprehensive program that begins with business attire and interview preparation and continues with professional development, financial management and personal enrichment. Using the model of women helping women and our network of dedicated volunteers, Bottomless Closet enhances our clients’ self-esteem and self-confidence in order for them to enter and succeed in the workforce and improve the quality of their lives.

ABOUT INDIQUE HAIR

With a winning combination of hair experts and stylists, and more than 25 years of industry experience, Indique Hair provides 100 percent virgin human hair that is natural and of the highest quality. **With an impressive client base that consists of Lady Gaga, Kourtney Kardashian, Lala Vasquez, Angela Simmons, Ciara, Jill Scott, Sherri Shepherd and more**, Indique Hair’s unique Indian virgin and natural human hair extensions are lustrous and tangle free. The only company that produces hair extensions at the source at their headquarters in India, Indique Hair now has five free-standing boutiques in Boston, New York, New Jersey, and Nashville. For more information visit www.Indiquehair.com.

ABOUT INDIQUE CARES

Indique Cares is the philanthropic umbrella of Indique Hair. Ericka Dotson, Co-Founder & Creative Director of Indique Hair believes that "community service is an essential part of the Indique culture. Through giving back, we learn what it means to be a part of something bigger than ourselves. We are forever changed by the people we have served, and we look forward to future opportunities to engage in our community and truly make a difference." Join Indique Cares in our mission in creating our world a better place.

Note to Media: *We welcome your attendance at this event.*

Please contact Press@Indiquehair.com for details regarding the event time and location.