

## press release

February 15, 2013 – *for immediate release*

### **Celebrity hairstylist; Nelson Vercher and renowned music industry executive, Sylvia Rhone support non-profit; Global Language Project to raise \$200k to protect children's futures**

- **Celebrity hairstylist, Nelson Vercher launches his own wig range for women**
- **Sylvia Rhone's new label, Vested in Culture lends it support through a special performance by its rising Latin pop star, Kat Dahlia**
- **New York based non-profit, Global Language Project is grateful to receive the support for their 'My Dream Speaks' campaign that gives language classes for 700 students at PS 368, PS 261 and Tag Scholar schools.**
- **Full information on the event can be found at: [www.nelsonvercher.eventbrite.com](http://www.nelsonvercher.eventbrite.com)**

On Thursday, February 21, New York City sees celebrity hair stylist; Nelson Vercher launch his new wig line for ladies while raising funds and awareness for cutting-edge non-profit, the Global Language Project (GLP). The evening promises to be a star studded night at Millesime restaurant, featuring a special performance from Kat Dahlia, a new signee on Sylvia Rhone's Vested in Culture label.

Nelson Vercher is a Chicago native with over 20 years of experience in the industry and has styled the follicles of some of our best known international stars like Britney Spears, Donatella Versace, Naomi Campbell, Calista Flockhart, Iman, Sienna Miller, Kim Kardashian are a few to name. Having trained at Vidal Sassoon and worked at John Frieda and Oribe and is now resident at Rita Hazan. His work is inspired by the legendary architect; Frank Lloyd Wright and Vercher is most famous for his modern, sexy 'wash and wear' cuts that have graced the pages of Vogue, Nylon, L'officiel, Harper's Bazaar and catwalks of Valentino, Armani, Prada, Donna Karan and Zac Posen. Vercher commented: "I wanted to do this event with GLP because I love what this charity is all about. It speaks to me in so many ways. I am the product of the Chicago public school system, so I now know how great it would have been to have had access to a languages program such as this. That's why bringing beauty, fashion and music together to raise money for such a good cause

speaks to me. I will be unveiling my brand new wig collection which differs to others as its high quality hair, mid-price range and little to no chemical processing which means they are ‘green’.”

Founder and executive director of the Global Language Project, Angela Jackson also commented: “Languages are a necessary skill that students must have in order to compete in a global economy. Recent research shows us that the US educational system lags far behind in preparing its students to meet these needs and GLP is reversing this trend by equipping disadvantaged public school students with language skills in order to compete in a globalized world and work force. I am ecstatic that the beauty, fashion and music worlds have taken notice of this very important issue and are grasping the challenge, raising money for the futures of these children where 70% live under the poverty line and receive a free or reduced fee lunch.. We are humbled and extremely grateful for the help from all involved.”

The evening will feature a hotly anticipated performance by Vested in Culture recording artist Kat Dahlia whose electrifying sound is a sultry mix of Nelly Furtado meets Rihanna with touches of Latin, hip-hop and reggae influences. A Miami native of Cuban descent, Kat Dahlia has been described to have the flow of Santigold, the presence of Gwen Stefani and the majestically raw vocal prowess of Amy Winehouse and Adele. In a recent interview with Billboard, renowned music industry executive Sylvia Rhone, CEO of Vested in Culture, commented: “There’s a huge buzz on Kat Dahlia, who’s more than just a pop artist. We dropped her song “Gangsta” right before the holidays in SoundCloud and there are 50,000 downloads. She’s definitely one to watch.”

IMAN Cosmetics is a great supporter of GLP and also sponsored the 2012 ‘My Dream Speaks’ event and is on board for 2013 also. Launched in 1994, the IMAN cosmetics, skincare and fragrance range are designed for African American, Asian, Latina and multi-cultural women with skin tones in a myriad of shades. The global nature of IMAN’s demographic makes it a perfect fit for the brand to support GLP as many of its customers will speak languages other than English. “We are thrilled to be able to offer our continued support for the Global Language Project, helping to raise money for such an important cause,” says Iman, Supermodel and CEO of IMAN Cosmetics. “We are grateful to have the opportunity to support the education of our country’s children and help give them the skills necessary to compete in a globalized world and work force. Multilingual myself, I realize how in so many ways this skill has helped me both personally and professionally and it is our responsibility to do what we can to continue this education to today’s youth”.

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**For more information...**

<p><b>on the Global Language Project and event</b>          Simone Bresi-Ando          Bresi-Ando <b>consults</b>          Tel: 1 646 583 2387          Email: <a href="mailto:press@bresi-ando.com">press@bresi-ando.com</a></p>	<p><b>on Nelson Vercher</b>          Jenelle Hamilton          Tel: 1 646 421 9139          Email: <a href="mailto:jenelle@jenellehamilton.com">jenelle@jenellehamilton.com</a></p>
<p><b>on Kat Dahlia</b>          Courtney Lowery, Epic Records          Tel: 1 212 833 5296</p>	<p><b>On G. Brand Management</b>          Gee Powell          Tel: 1 646 234 8831</p>

Email: <a href="mailto:courtney.lowery@epicrecords.com">courtney.lowery@epicrecords.com</a>	Email: <a href="mailto:g.brandmanagement@gmail.com">g.brandmanagement@gmail.com</a>
<p><b>on IMAN Cosmetics</b></p> <p>Stephanie Katzin  Paul Wilmott Communications  Tel: 1 212 206 7447  Email: <a href="mailto:skatzin@greatpress.com">skatzin@greatpress.com</a></p>	

**Notes to editors:**

- A Chicago native, hairstylist Nelson Vercher has worked at some of the best salons including Vidal Sassoon, Oribe and he is currently the lead hairstylist at the prestigious Rita Hazan Salon. Known for his modern, sexy “wash and wear” cuts, Nelson’s creations have graced the pages of work has graced the pages of high fashion magazines, including Harpers Bazaar, Elle and Vogue and he has coifed the tresses of many Hollywood and music industry A-List celebrities. Each season Nelson works with top designers during NYFW including Costello Tagliapietra at Milk Made. For more information on Nelson Vercher visit: [http://www.ba-reps.com/artists/nelson-vercher#image\\_530289](http://www.ba-reps.com/artists/nelson-vercher#image_530289).
- **Global Language Project (GLP)** is an innovative educational movement that seeks to equip disadvantaged public-school students with the skills to compete in a globalized world and work force. Through GLP's free and comprehensive language training program, elementary school students will achieve proficiency in a language other than English. The curriculum emphasizes traditional and experiential learning and was created by leading educational professionals from Columbia University and New York University. [www.globallanguageproject.org](http://www.globallanguageproject.org).
- Without a doubt one of the hottest artists to watch in 2013, Vested In Culture/Epic Records rising Latin pop star **Kat Dahlia** is a 22-year-old rapper-singer-songwriter who hails from Miami. Fluent in English and Spanish, she's the daughter of Cuban parents and was raised on a musical diet of Celia Cruz, Tito Puente and Willies. Her electrifying sound is a sultry mix of Rihanna meets Nelly Furtado with touches of Latin, hip-hop and reggae influences sprinkled throughout her infectious pop songs. Now in the studio working on her eagerly awaited debut album due out in the summer of 2013, Kat Dahlia has been busy collaborating with some of the finest producers and songwriters in the business, including Rico Love and Jim Jonsin.
- Sponsors:
  - **Vested in Culture** is a joint venture label with Epic Records, a division of Sony Music Entertainment. Founded by Sylvia Rhone, the New York-based company boasts a diverse roster of young, fresh and new artists, including rising Latin pop star Kat Dahlia, critically-acclaimed indie pop duo Quadron, R&B singer-songwriter Deon Young, pop singer-songwriter-musician Sebastian Mikael, and Los Angeles rappers Casey Veggies and Cashius Green.
  - **IMAN Cosmetics, Skincare and Fragrances** was founded in 1994 by beauty industry pioneer and successful model Iman, as the first makeup collection developed specifically for “skin of color.” IMAN Cosmetics, Skincare and Fragrances offer one of the largest selections of foundations. IMAN products are oil free, offer natural coverage and flawless finish. IMAN Cosmetics, Skincare and Fragrances are available at select retailers nationwide. Consumers can learn more about IMAN Cosmetics by visiting [www.imancosmetics.com](http://www.imancosmetics.com).

- **G Brand Management** – New York – founded in 2009 by Gee Powell and marketing consultant Charles Cho who are the co-founders of Rapagram Inc. ([www.rapagram.com](http://www.rapagram.com)), the first Hip Hop rapping telegram company in NYC. The company motto is: “keeping your brand relevant”. We achieve this by creatively aligning co-branding partnership opportunities in music, fashion, beauty and tech industries and curating charitable philanthropic initiatives
- **Rita Hazan** is a globally-renowned master colorist and owner of a hair care empire that includes her distinguished Manhattan salon, a collection of at-home hair color-perfecting products and an extraordinary roster of superstar clients. The Rita Hazan Salon is located at 720 Fifth Avenue, 11th floor. For additional information, product samples or to schedule an interview with Rita Hazan, please contact Behrman Communications 1 212 986-7000 / [hazan@behrmanpr.com](mailto:hazan@behrmanpr.com)
- **Bresi-Ando consults** is a global, boutique PR consultancy specialising in growing awareness and connecting brands and projects with talent for a variety of clients in the fashion, luxury, arts, consumer tech, entertainment and music industries. [www.bresi-ando.com](http://www.bresi-ando.com).