

G

GIANNANDREA

ARTISTIC CREATIVE DIRECTOR

+

HAIR ARTIST



GIANNANDREA
CELEBRITY HAIRSTYLIST + ARTISTIC DIRECTOR

who is

The man they call “G?”

Giannandrea is recognized as one of the most respected hairstylists in the fashion and celebrity world. He has garnered global attention for his creative individual styles. His innovative artistic vision, versatility and distinctive character have established him as a trendsetting artist.

A native of Italy, Giannandrea was inspired by the revolutionary fashion trends and art of the 1980's. His youthful enthusiasm and natural talent blossomed in his early years of unrestricted creative freedom. He began styling hair at the age of 16 in Bologna. Shortly thereafter, he moved to Milan, where he assisted backstage at high-end fashion shows and started collaborating with major Italian fashion magazines. He soon realized that fashion freelancing was his future.

In order to fully immerse himself in the art of fashion hairstyling, Giannandrea started working in the fashion industry hubs of Milan, Paris and New York.

He began collaborating with prominent hairstylists and played a major role in some of the most magnificent fashion shows of the 90's through the new millennium.

He further refined his craft when he relocated to New York City, the fashion capital of the 90's. The eclectic fashion scene of those years exposed him to the exceptional talents of designers, magazine editors; make up artists and leading fashion photographers.

Giannandrea absorbed and cultivated technical skills, finally acquiring true artistic independence.

Covergirls + Editorials

His work has been featured in *Vogue*, *Italian Vogue*, *Harper's BAZAAR US & UK*, *Glamour*, *Elle* and *Marie Claire*. He has worked with iconic photographers Steven Meisel, Patrick Demarchelier, Steven Klein, David Bailey and Herb Ritts. His ability to combine classic styling with modern trends has made him the hairstylist of choice for many international advertising campaigns; Calvin Klein, Tom Ford, Cover Girl, Armani and Pantene. Giannandrea's experience and stunning, glamorous styles made him in demand for many leading Hollywood stars gracing the red carpets of the Oscars, Golden Globes, Grammys, Cannes Film Festival and New York Fashion Week. His impressive celebrity client list includes Gwyneth Paltrow, Reese Witherspoon, Kristen Stewart, Drew Barrymore, Cameron Diaz, Naomi Watts, and Karlie Kloss.

Giannandrea was honored in 2015 with a Primetime Emmy Award nomination for Outstanding Hairstyling for his work with Christina Aguilera on NBC's hit show, *The Voice*. In 2016 the Hollywood Beauty Awards nominated him for hairstylist of the year, and in 2017 Giannandrea won the prestigious HBA Award for Outstanding Achievements in hairstyling.

Giannandrea's inspirational styles earned him recognition as a creative force in the beauty industry. His enduring enthusiasm, passion for the craft and commitment to artistic research hold the promise of continuous excitement for years to come.



PRESS

AMERICAN SALON
MODERN SALON DUTCH

HARPER'S BAZAAR
AMERICAN HARPER'S BAZAAR

UK HARPER'S BAZAAR

SPANISH HARPER'S BAZAAR

RUSSIAN HARPER'S BAZAAR

AUSTRALIAN HARPER'S BAZAAR

JAPAN HARPER'S BAZAAR

ELLE

AMERICAN ELLE

ITALIAN ELLE

FRENCH ELLE

GERMAN ELLE

AUSTRALIAN ELLE

MARIE CLAIRE

ITALIAN MARIE CLAIRE

AMERICAN MARIE CLAIRE

GLAMOUR

ITALIAN GLAMOUR

AMERICAN GLAMOUR

COSMOPOLITAN

ITALIAN COSMOPOLITAN

AMERICAN COSMOPOLITAN

CAPITAL FIRE ANGELENO
PREMIERE

HOLLYWOOD REPORTER

ROLLING STONE

BEHIND THE CHAIR

LONDON OBSERVER

NEW YORK NEW YORKER

NEW YORK TIMES FASHION

SEVENTEEN

TIME OUT

VELVET

CITIZEN K

D LA REPUBBLICA

DETAILS

DETOUR

MAXIM

STUFF

JANE

GRAZIA

ESQUIRE

FLAUNT

RAY-GUN

OK

VISIONAIRE

I-D

INTERVIEW

JALOUSE

ARENA HOMME +

SURFACE

VOGUE
VOGUE ITALIA

AMERICAN VOGUE

FRENCH VOGUE

UK VOGUE

SPANISH VOGUE

VOGUE JAPAN

VOGUE AUSTRALIA

TEEN VOGUE

VOGUE GERMANY

VOGUE MEXICO

L'UOMO VOGUE

VOGUE HOMMES

MENS VOGUE

VANITY FAIR

AMERICAN VANITY FAIR

ITALIAN VANITY FAIR

IN STYLE

IN STYLE USA

IN STYLE AU



GWYNETH PALTROW
KRISTEN STEWART
CAMERON DIAZ
SOFIA VERGARA
JULIANNE MOORE
CATE BLANCHETT
JESSICA LANGE
ZOE SALDANA
MILLA JOVOVICH
BLAKE LIVELY
KATE HUDSON
AMANDA SEYFRIED
DIANE KRUGER
ROSARIO DAWSON
ANNA PAQUIN
LILY COLLINS
EVAN RACHEL WOOD
OLIVIA MUNN
FRIEDA PINTO
ELLE FANNING
DAKOTA FANNING
CAREY MULLIGAN
KIRSTEN DUNST
DEMI MOORE
MEGAN FOX
EMMA ROBERTS
SHARON STONE

JESSICA SIMPSON
CHRISTINA AGUILERA
KATY PERRY
HEIDI KLUM
KATE UPTON
KAIA CRAWFORD
LETICIA CASTA
MIRA SORVINO
MELISSA ETHERIDGE
NAOMI CAMPBELL
ODEYA RUSH
SHILENE WOODLEY
STELLA MCCARTNEY
REESE WITHERSPOON
JESSICA BIEL
SCARLETT JOHANSSON
EVA MENDES
EMMA STONE
JESSICA CHASTAIN
ELIZABETH BANKS
JODIE FOSTER
KATE BECKINSALE
EVANGELINE LILLY
HILARY SWANK
CHLOE MORETZ
LUCY LIU
AMBER HEARD

ROSIE HUNTINGTON WHITLEY
DIANA AGRON
ELIZABETH OLSEN
FRIEDA PINTO
FAMKE JANSSEN
FAITH HILL
GISELE BÜNDCHEN

the
CLIENT
LIST

LILY ALDRIDGE
NAOMI HARRIS
OLGA KURYLENKO
SHERYL CROW
WINONA RYDER
TYRA BANKS
NAOMI WATTS
DREW BARRYMORE
JESSICA ALBA

EMMY ROSSUM
ANNE HATHAWAY
NATALIE DORMER
BELLA HEATHCOTE
ISLA FISHER
BROOKLYN DECKER
CINDY CRAWFORD
DANIKA PATRICK
GINNIFER GOODWIN
HEIDI KLUM
OLIVIA COOKE
MALIN AKERMAN
MOLLY SIMS
ZOOEY DESCHANEL
EVA GREEN
ASHLEY JUDD
MARISA TOMEI
KRISTEN BELL
HAILEE STEINFELD
FELICITY JONES
BELLA THORNE
ABBY CORNISH
ANGIE HARMON
CHRISTY TURLINGTON
HAYDEN PANNETIERE
CHRISTY BRINKLEY
IDINA MENZEL

JULIETTE BINOCHE
KELLY CLARKSON
LIZZY CAPLAN
MICHELLE RODRIGUEZ
MARIAH CAREY
NATALIA IMBRUGLIA
RILEY KEOUGH
SUKI WATERHOUSE
WINONA RYDER
LEA MICHELE
BROOKE SHIELDS
RENEE ZELLWEGER
LIV TYLER
MELISSA MCCARTHY
KRISTEN WIIG
JANUARY JONES
CHRISSEY TEIGEN
ASHLEY BENSON
ADRIANNE PALICKI
BRITNEY SPEARS





The RED CARPET

ACHIEVEMENTS & AWARDS

EMMY NOMINATION 2015

Nominated for Primetime Creative Arts Emmy Award for Outstanding Hairstyling for a Multi-Camera Series or Special for his flawless styling of Christina Aguilera on NBC's singing competition, "The Voice."



LATF'S HOLLYWOOD BEAUTY AWARDS 2016

HBA 2016 NOMINEE

LATF'S HOLLYWOOD BEAUTY AWARDS 2017

HBA 2017 WINNER

Macademia Professional International Creative Director and renowned celebrity hairstylist, Giannandrea, was honored with a nomination for the Kathryn Blondell Award for Hairstyling by LATF's 2016 Hollywood Beauty Awards.

The Hollywood Beauty Awards recognize TV and film behind-the-scenes talent in hair, makeup, photography and styling. The Kathryn Blondell Award acknowledges elite industry talent who specialize in creating outstanding celebrity hairstyles, both on the red carpet and editorially. Nominees are judged on the highest standards of expertise, creativity and artistry in their work.



MACADAMIA PROFESSIONAL

TITLE

GLOBAL ARTISTIC DIRECTOR FOR
MACADAMIA PROFESSIONAL

2015 IMPRESSIONS

232,656,844 consumer PR impressions

7,682,917 trade PR impressions

FACEBOOK

232,525 total reach

1,774 total engagements

TWITTER

16,116 total reach

344 total engagements

INSTAGRAM

1,383 total engagements

2015

Full Year # of
Impressions

232M +

Consumer PR
Impressions

7.6M

Trade PR
Impressions



PR Breakdown

Celebrity Styling for Red Carpets and Events

2015 1H

Consumer PR Impressions: **163,776,470**
Trade PR Impressions: **2,481,132**



1,323 Total Engagements	19,173 Total Impressions	9,026 Total Impressions
	1,542 Total Engagements	245 Total Engagements

2016 1H

Consumer PR Impressions: **150,673,938**
Trade PR Impressions: **4,636,708**



1,262 Total Engagements	1,845 Total Impressions	2,169 Total Impressions
	121 Total Engagements	11 Total Engagements

2015 EDITORIAL STYLING

- o *Harper'sBazaar* (March 2015)
Gwyneth Paltrow
- o *MarieClaire* (April 2015)
Fashion shoot
- o *VanityFair* (June 2015)
Charlotte McKinney
- o *InStyle* (October 2015)
Sofia Vergara

2016 EDITORIAL STYLING

- o *Seventeen* 2016 Prom
Becky G
- o *Women'sHealth* (March2016)
Christina Aguilera

2015 Golden Globes

Chrissy Teigen
Katie Holmes

▪ Impressions: **43,800,015**

Ant Man Premiere

Evangeline Lilly

▪ Impressions: **5,818,778**

2015 Grammy's

Chrissy Teigen

▪ Impressions: **51,070,804**

Mockingjay Pt. 2 Premiere

Natalie Dormer

▪ Impressions: **18,638,588**

TheVoice

Christina Aguilera

▪ Impressions: **4,365,759**

People's Choice Awards

Karlie Kloss

▪ Impressions: **342,293**

2015 Oscars

Chrissy Teigen

▪ Impressions: **15,150,807**

2016 SAG Awards

Anna Chlumsky

▪ Impressions: **186,612**

American Country Music Awards

Christina Aguilera

▪ Impressions: **9,865,775**

2016 Vanity Fair Oscar's Party

Jessica Biel

Sarah Hyland

Emma Roberts

▪ Impressions: **1,558,691**

Celebrity Haircuts

Christina Aguilera

Jessica Alba

▪ Impressions: **246,558**

Other interviews 2015

- o InStyle
- o Seventeen
- o Life&Stylex2
- o ShortHair
- o MimiChatter.com
- o JustJared.com
- o ManeAddicts.com
- o TheBalancingAct.com
- o WearandCheer.com
- o SalonMagazine.ca
- o EsteticaUSA
- o Estetica
- o ModernSalon
- o ModernSalon.com
- o AmericanSalon.com
- o BeautyLaunchpad.com
- o Happi.com
- o BehindtheChair.com
- o BangStyle.com

Other interviews 2016

- o Allure.com
- o Yahoo.com
- o InStyle.com
- o Bustle.com
- o HuffingtonPost.com
- o Today.com (July)
- o POPSourceTV.com
- o HollywoodBeautyAwards.com
- o LATFUSA.com
- o BehindTheChair.com
- o ModernSalon
- o ModernSalon.com
- o BeautyLaunchpad.com
- o AmericanSalon.com

MODERN SALON

CLIENT

MODERN SALON Magazine February 2020 Issue

TITLE

Creative Direction + Hairstyling using new line of ColorDesign® Products



Simply *Luxurious* Color



CLIENT

COLORDESIGN®

Italian-made, high performance hair color powered by the highest quality ingredients and manufactured with state-of-the-art technology. ColorDesign delivers a versatile portfolio of vibrant and long lasting results while leaving the hair in unparalleled condition.

CLIENT

MODERN SALON

Modern Salon is the salon industry's head-to-toe beauty resource providing step-by-step education, along with creative inspiration, to showcase and demonstrate the products and tools to help salon professionals best serve their clients' needs.

Experience the opulence of Italy with ColorDesign®, a versatile portfolio of Italian-made, high-performance hair color that shines. Powered by the highest quality ingredients and manufactured with state-of-the-art technology, ColorDesign delivers vibrant and long-lasting results while leaving the hair in unparalleled condition.



PANTENE

CLIENT
PANTENE

'On a minute by minute basis, hair impacts every person on the planet. Some may dismiss it as trivial, or superficial, but the reality is, **hair has the potential to change the world.**

For the past 20 years, Pantene has been working with Dr. Marianne LaFrance at Yale University to understand the power and consequences of hair. Dr. LaFrance discovered that seemingly small things – like how people feel about their hair – affects happiness and even professional success. Her most recent study included 4,400 female participants across eleven countries, with at least 400 women participating from each country.

The results revealed that when women feel confident in their hair, they feel confident in themselves, their abilities, and what they're able to achieve. 95% of women do not feel great about their hair. They might feel like it's an okay day, but rarely is it great.

fine
Fine hair has 20% less protein than thicker hair. And it's more porous, which can lead to frizz, dryness and breakage. Pantene's NEW PANTENE PRO-V FINE HAIR SOLUTIONS PLAY TO VOLUME, SHINE & CONDITION, so the result is just what you need for your hair.

medium-thick
The thickness of medium-thick hair allows 42% more water than thin hair, keeping it hydrated and healthy. Pantene's NEW PANTENE PRO-V MEDIUM-THICK HAIR SOLUTIONS HELP TO SMOOTH, SHINE & CONDITION, so your hair can outlast the frizz and dryness that come with medium-thick hair.

curly
Curly hair's bends and turns cause it to lose moisture faster than straight hair. Pantene's NEW PANTENE PRO-V CURLY HAIR SOLUTIONS HELP TO SMOOTH, SHINE & CONDITION, so your hair can outlast the frizz and dryness that come with curly hair.

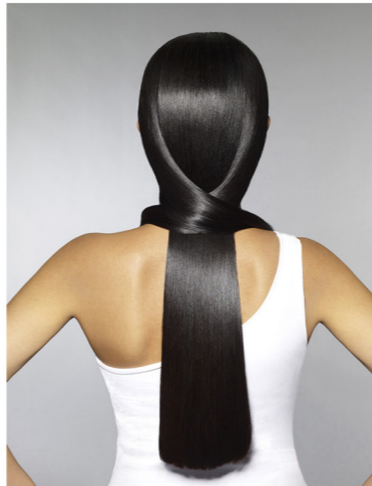
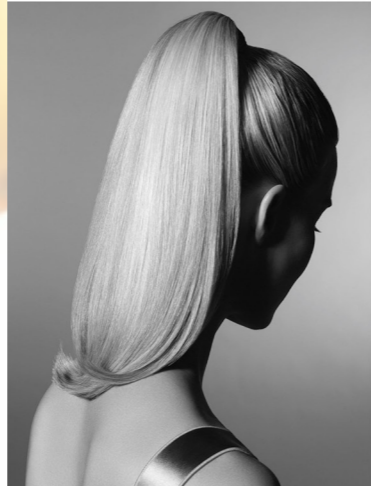
color-treated
Having fun in the sun? A color-treated hair's lost third of its natural protein. Pantene's NEW PANTENE PRO-V COLOR HAIR SOLUTIONS HELP TO SMOOTH, SHINE & CONDITION, so your hair can outlast the frizz and dryness that come with color-treated hair.

95% of Cosmopolitan subscribers who participated in a product test agreed: NEW Pantene understands my hair type delivers results that last all day.*

Know the Hair You Have. Get the Hair You Want.
DISCOVER ALL 4 CUSTOMIZED SYSTEMS AND FIND YOURS AT PANTENE.COM/PRODUCT-FINDER

62% of Marie Claire subscribers surveyed agree - I've tried different salon brands, but I love Pantene.*

I USE PANTENE PRODUCTS ON MYSELF AND MY CLIENTS BECAUSE THEY GIVE HEALTHY HAIR BENEFITS THAT MAKE FOR A GOOD STYLING BASE.



ADVERTISEMENT

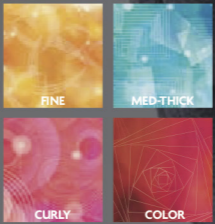
HAIR INSIDER

A Science & Style Expert Q&A

As a fashion insider, you've got party-worthy style down to a science. If only you had the same savvy about your hair. But we have news for you—it's not your hair, it's your *hair care*. After extensive research, Pantene identified 4 unique hair structures—Fine, Medium-Thick, Color-Treated and Curly, and concluded that the products you use should be determined by the structure you have. Here, Pantene Senior Scientist Jeni Thomas, Ph.D. and celebrity stylist Danilo help you know the hair you have, and get the hair you've always wanted—just in time for cocktail hour!

As one of the world's leading advertisers, producing a lot of the messaging that women pick-up on, Pantene is committing to telling stories of transformation, of women who have overcome the obstacles to achieve things big and small. Pantene believes that these stories will help inspire us all to take action to transform the world.

"Media exposure matters," says Dr. Calvin Lai, Director of Research for Harvard's Project Implicit and Assistant Professor at Washington University in St. Louis, where he runs the Diversity Research Lab. "Maybe one ad doesn't really change people's minds, but if you build that up over years and years and years, you're seeing genuine societal changes."



INSIDE PANTENE'S SOLUTIONS
The same instrumentation used by NASA to study the surface of Mars allowed Pantene's laboratories to uncover 4 unique "structural identities." The result is 4 customized systems designed to strengthen your hair's unique structure. And this simple color-coding makes finding your formula easy

MEDIUM-THICK HAIR

NEWBEAUTY

ACHIEVEMENT

NAMED BRAIN TRUST FOR NEWBEAUTY MAGAZINE

The NewBeauty Brain Trust: The thinkers, the innovators and the highly regarded experts who help generate the ideas for everything beauty.

CLIENT

NEWBEAUTY MAGAZINE

NewBeauty magazine delivers expert-backed, scientifically-grounded content empowering women to make smart and informed beauty decisions on everything from aesthetic treatments and procedures to the best hair, makeup and skincare buys.

If it's happening in the world of beauty, it's on NewBeauty.

NEWBEAUTY

Brain Trust



Giannandrea Marongiu
Celebrity Hairstylist

ARIA BEAUTY

PROJECT

ARIA BEAUTY GIANNANDREA GLOBAL STYLER

Introducing the damage-preventing, shine-boosting Aria Beauty Giannandrea Global Styler. Included in the Global Styler is a Smart Mode function, indicated by the M button, taking the guesswork out of heat styling. The styler is also designed to prevent damage, static, frizz, and improves the hair's moisture balance with infrared heat. Tourmaline is used to coat the flat iron plates. This precious-gemstone can produce six times more negative ions than ceramic, and slides easily along hair for snag-free styling.

CLIENT

ARIA BEAUTY

Aria Beauty collection combines unique far-infrared technology with stunning packaging concepts to take your beauty experience to the next level. All Aria tools and accessories have been developed by their internal team of hairstylists to bring you salon-level shine, softness, and undeniable glam. Their hair tools contain specialized ionic, non-damaging infrared heat technology and are recommended for improved results on any and all hair types.

**ONE FLAT IRON.
THREE TECHNIQUES.**

**WITH
GIANNANDREA**

APPROVED BY THE
**VIOLET
CODE**

VIOLET GREY

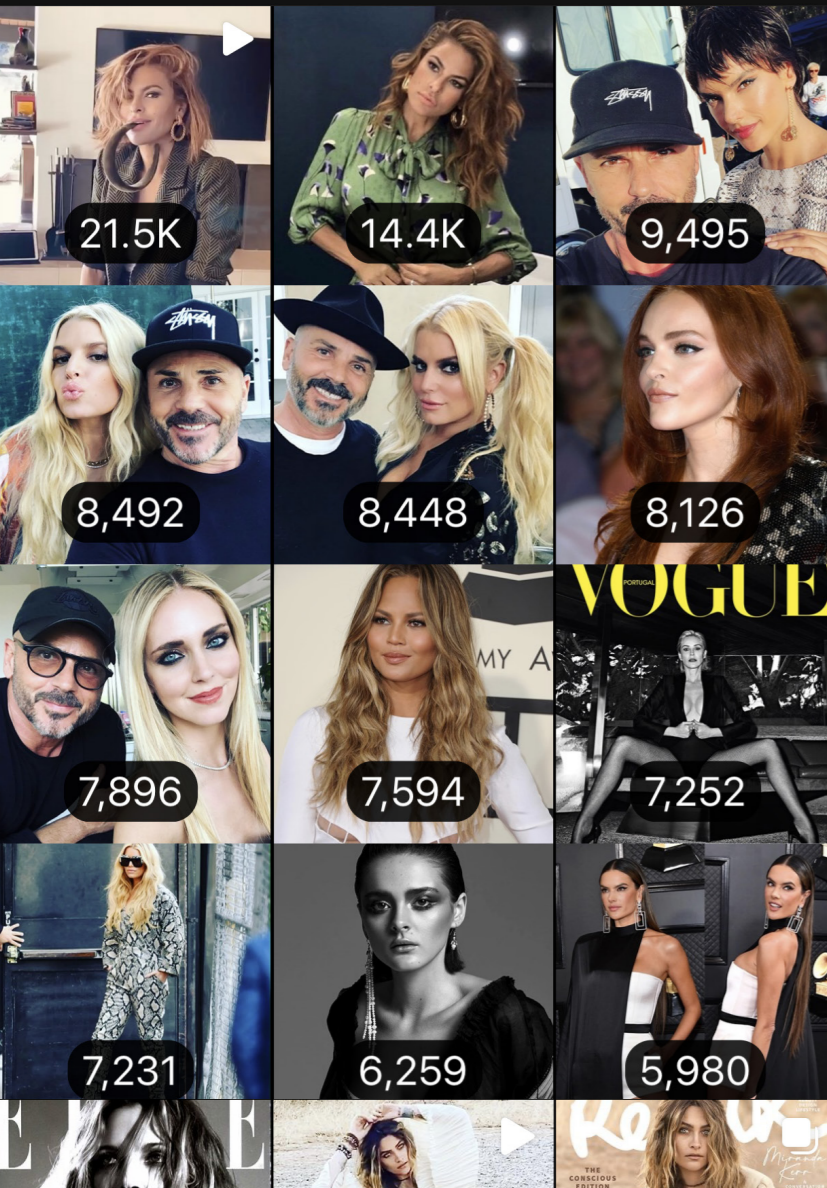


giannandrea hair



849 Posts 29.5K Followers 719 Following

Giannandrea Health/Beauty Stylist of Hair #giannandrea forwardartists.com/giannandrea/



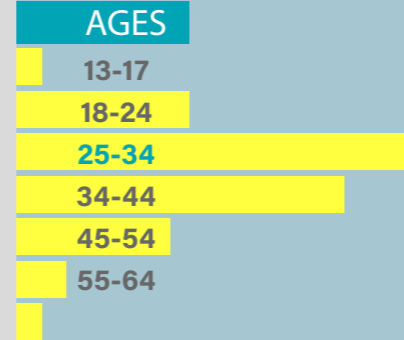
@ GIANNANDREAHAIR

29.5K followers



enGAGEMENT analytics

76% WOMEN 24% men



UNITED STATES ITALY UNITED KINGDOM CANADA LOS ANGELES NEW YORK LONDON TORONTO TOP LOCATIONS

84% of consumers say they trust recommendations from PEERS OVER ADVERTISING."

1,000-100,000 followers Staying within this realm is the most effective for influencer marketing.

MICRO-Influencers with less than 100K followers

85% more engagement



wednesday 6AM thru 12PM 6PM peak engagement

Micro-influencer vs. Macro-influencer

Micro-influencers 10-50k followers are creators on social media platforms that typically build followings around a specific area of expertise, style, brand, and cultivate communities surrounding their content. Many micro-influencers often generate high engagement and active audiences due to regular interactions with followers.

What Macro-influencers 500k-1 million lack in one-on-one engagements they make up for in larger reach and brand lift.

Micro-influencers are more relatable than macro-influencers, leading to higher follower engagement. Micro-influencers also have a proportionately lower price tag, allowing brands to work with them at much lower budgets.

Micro-influencer marketing is taking off and beginning to be just as if not more successful than celebrity influencer campaigns and advertising.

People are more willing to trust the opinions of people they know and look up to; those they feel will give an honest opinion, not just rave because they were paid. These smaller, more focused niche experts connect on a deeper level with their audiences and generate greater engagement.

Higher engagement rates with these micro-influencers mean they're actively being an advocate for your brand, not simply posting something and letting it disappear into their feeds. That exposure can ultimately help you not only get eyes on your business, but can help with the sale of your product.

Leveraging micro-influencers who are followed by your target audience not only puts your service or product in front of the right people, but makes it the trustworthy choice.

Micro-influencers' followings tend to see themselves as "peers" of the influencer rather than "fans" - and 84% of consumers say they trust recommendations from peers over advertising. These micro-influencers have a tribe surrounding them that align closely with their interests. The only way to be the most successful with micro-influencer marketing is if you find someone who is catering to your specific target audience. With their more humble backgrounds and individual interactions, they are better able to connect with their audiences on a personal level and understand their pain points.

A micro-influencer has the ability to connect with their audience on a deeper level, this is because they are sharing with maybe around 1k-100k of followers compared to large fan base (over 1 million) influencers and celebrities. Because their fan base is more tight-knit, they are able to create more personalized content and thus create a more authentic moment with fans (because they also have real knowledge of the products too). Plus, engaging with followers is much easier to manage since there aren't millions of them. All of which makes it an effective tool for marketing."

Giannandrea is a unique micro-influencer that is a celebrated expert in the industry. He has access to the audience of macro-influencers and its resources because of his profession, but can provide the personal connection and accessibility of a micro-influencer.



*HOW TO:
WAVES*

Please click the [YouTube](#) icons
to access EACH VIDEO

REEL





5850 GRANITE PARKWAY, STE 370 | PLANO, TX 75024 | 800.807.3950

To whom it may concern,

I am writing this letter on behalf of Giannandrea Marongiu, who worked for Macadamia Professional as our International Creative Director from 2014 – 2016. I will focus on the work from 2015-2016, since I joined the company as Vice President of Global Marketing in October 2014.

Overall, I would say that Giannandrea worked tirelessly for our brand and really went the extra mile for us. He is supremely passionate about creating beautiful hair and images, and is able to tie together beauty, fashion and brand unlike many other hairdressers who only focus on hair. His experience is both extensive and broad, reaching from editorial work, to education, to commercial and celebrity. This makes him very versatile for any brand that may look to work with him in the future.

Since 2015, he has led the creative direction (not just hair) and execution of 2 major photo shoots for Macadamia Professional. Each shoot had its own unique style and concept; the first (2015) being held in studio, with glamorous model imagery, and the second (2016) being held on location in beautiful Beverly Hills as well as the incomparable and challenging setting of Vasquez Rocks. Giannandrea, through his extensive network of connections (he works on so many editorial shoots with top beauty and fashion magazines), was able to execute both of these shoots at a fraction of the usual cost, while obtaining some of the top professional talent in the industry (photographers, stylists, makeup artists and art directors). A brand like mine would have never afforded this type of talent without his network.

Giannandrea has also led our New York Fashion Week sponsorships for the past four seasons. After our first season, his creative work for edgy designer, Nicholas K, enabled us to secure a 4 season contract with her. His “Back Knot” look that he showcased in September 2015 for Nicholas K became viral and on trend; Refinery 29 coined it “The Bunny Tail”, and this look was copied extensively in later shows that season, not only in New York but in Milan and elsewhere in Europe. The look drove over 100 million press impressions within the first month.

Giannandrea also procured hundreds of millions of press impressions for our brand through his celebrity styling portfolio. Whether on his own, styling hair for the Red

Carpet, or through editorial content in fashion/beauty magazines like Harper’s Bazaar, Allure, Glamour and InStyle, Giannandrea captured fantastic press hits with the likes of Gwyneth Paltrow, Chrissy Teigan, Charlotte McKinney, Christina Aguilera, Jessica Alba, Natalie Dormer and Sofia Vargera. Furthermore, he was nominated for an Emmy Award for the work he did as Christina Aguilera’s hairdresser on the 2016 season of The Voice.

He’s also not afraid to get down and do the “dirty work” of a professional hairdresser. He was always happy to meet our customers, large and small at trade shows like CosmoProf Bologna/Las Vegas, Premiere Orlando or America’s Beauty Show Chicago. When he wasn’t presenting models at our booth stage, he was shaking hands with customers or taking pictures with hairdressers and fans. He was fantastic in dozens of one-on-one desk side meetings with beauty editors. And he responded to a countless number of editorial questions/interviews/requests from many of those same beauty editors. He also posted or helped curate content for our social media pages, as well as posting about our brand through his own channels.

Giannandrea is brilliantly creative, both as a hairdresser but also as a trend maker. He is meticulous in his work and very engaging and personable with anyone from the CEO of a multinational company to a booth-renting hairdresser from a small town. He will work hard for your brand and drives himself at a very demanding level. We as a company are glad to have had him on board for three great years and are sad to see him go; both as a partner but also as a good friend. Please feel free to reach out to me with any questions – my email address is andy@macadamiahair.com, and my mobile # is 214-998-2174.

Warm regards,

Andy Rah
MACADAMIA PROFESSIONAL
Vice President of Global Marketing





7090 Sandalwood Lane, Naples, FL 34109 • (239)598.0246 • info@exitonesolutions.com • www.exitonesolutions.com

April 13, 2020

Re: Giannandrea Marongiu

Dear Sir/Madame:

I am writing on behalf of renowned celebrity stylist/creative director Giannandrea Marongiu, who I have had the pleasure of working with over the past 6 years in various capacities and with various clients. I am the Founder/President of Exit One Solutions, a recognized public relations, marketing, and advertising firm in the beauty industry.

I initially worked with Giannandrea while he was International Creative Director for Macadamia Professional and we were the brand's PR firm for several years. Since that time, I have worked with him on several occasions and projects with other clients as well, including brands such as Keratin Complex, Elchim, TEK ABBA, MOP and Color Design Hair Color.

Giannandrea is an extremely dedicated, passionate and supremely talented individual who gives his all to any project and brand he becomes involved with. His work truly speaks for itself. As a PR and marketing firm, it is wonderful to work with someone like Giannandrea who is highly sought after and respected by both consumer and trade beauty editors and media. He is a rare individual who not only creates impeccable work but also anticipates and drives trends before they become mainstream, something which editors love. His experience and history – from brand collaborations to editorial, runway and celebrity work – enables him to bring a unique skill set to any company or project. Whether a large international photoshoot, MET gala red-carpet, inspirational education or technical "how-to's" for stylists, Giannandrea always excels.

Recently, in the fall of 2019, I had the pleasure of working with Giannandrea on an international photo shoot for Color Design Hair Color in Italy. He was hired as Artistic/Creative Director for the shoot and directed the overall trend collection for the brand. He was also lead stylist, directing a team of other professional stylists, photographer, makeup artists, etc. from both the US and Italy. This was not only a trend/marketing shoot for the brand, but also was an exclusive editorial shoot for Modern Salon Media, the largest trade beauty media group in the US. The shoot went off flawlessly and Giannandrea's attention to detail, vision, style and leadership was invaluable. The images were universally well received and resulted in not only the February 2020 cover of Modern Salon Magazine but over 8 pages of editorial pages in the publication, as well as number and ongoing social media and digital placements with Modern Salon and other media outlets. His work exceeded all expectations.

Giannandrea's work consistently leads to significant press impressions for clients. To do this on an ongoing basis is not a small feat. I have had the pleasure of pitching his work to many beauty/fashion editors and his work has resulted in numerous magazine and online mentions in top media - from Allure, Glamour, InStyle and others. Editors love to showcase his work and equally love to work with him when possible.

Giannandrea is truly a visionary and creative force, not only as a top stylist but as a Creative Director. He is the utmost professional – thorough, detailed, on-time, delivers high-energy that inspires others, respects the client's strategy and brief but elevates the work, and always over-delivers against expectations and goals. He works very hard and inspires those he works with to deliver their best.

It has been my utmost pleasure to work with Giannandrea and I recommend him without any reservation. I hope to continue to have the honor and pleasure work with him for years to come.

Should you have any questions or need further information, please contact me at 201-310-3356 or at dina.elliott@exitonesolutions.com.

Sincerely,

Dina Elliot
President
Exit One Solutions





To whom it may concern,

My name is Leah and I am the Brand Director for Aria Beauty, a collection of luxury hair tools.

Our brand had the pleasure of partnering with G in 2017-2018 and he was brought on board for a product collaboration. We designed the Global Styler, a professional 1.25" black straightener with visible infrared technology, which was sold in professional salon distribution around North America. The iron had his distinctive signature on the body, and his face and stylist mission statement elsewhere on the packaging box. The manual was a specially designed "style passport" outlining G's stylist tips and recommendations in major destination cities around the world. His role was to endorse the iron through celebrity clientele and social media, as well as select events like trade shows and meetings.

In addition G attended select meetings with salon distributor customers while visiting our office in Vancouver, which was well received and in that way he gave great PR to support sales of the Global Styler iron.

He attended Cosmoprof Las Vegas with our team and demonstrated his styling techniques on attendees, as well as showed his extensive collection of works (portfolio) where appropriate to add extra flair.

He collaborated on a few videos for online and publication support, including Behind the Chair, where he demonstrated his signature S Wave with the iron. We can attest all the magazines and vlogs loved G's personality and outstanding styling abilities, and the marketing material was a success.

G was fantastic to work with and as a personal friend he is a truly caring person, with signature Italian warmth and a dynamic personality that was loved by all. We wish him all the best in future endeavors!

A handwritten signature in black ink that reads "Leah".

LEAH TODD
BRAND DIRECTOR

ARIA BEAUTY

leah@ariabeauty.com

604 879 0899 x291

ariabeauty.com



THANK YOU!

THE END.