

Sally Beauty Announces Official Hair and Nail Sponsorship of Lifetime®'s Project Runway® Season 14

Jul 08, 2015

Sally Beauty Announces Official Hair and Nail Sponsorship of Lifetime®'s Project Runway® Season 14

DENTON, Texas, July 8, 2015 /PRNewswire/ -- **Sally Beauty Supply LLC**, America's largest specialty retailer of beauty products, has announced their official hair and nail sponsorship for Season 14 of Lifetime®'s Emmy-nominated show, *Project Runway*®.

"This is an important step for Sally Beauty," says Chris Brickman, President and CEO of Sally Beauty Holdings. "We are investing in upgrading our brand and store experience with a focus on our beautiful finds and beautiful prices backed by our *love it or return it* guarantee. And we have beauty advisors in every store who can help our customers find the best product for every hair and nail need. *Project Runway* is the perfect stage for us to showcase our salon-quality products and expertise."

The on-set Sally Beauty Studio will feature products which are exclusively available at Sally Beauty stores. Each week, Gregory Patterson, lead hair stylist for *Project Runway*, will put those products to the ultimate test in creating a variety of hair and nail styles to complete the model's looks for every runway challenge.

"Sally Beauty offers a wide range of products and tools that can solve any hair challenge. They are my secret weapons both on-set and off because I know that I can always trust them to create beautiful, runway inspired hair at a fraction of the price of other salon brands," says Patterson.

Project Runway Season 14 will premiere on **Thursday, August 6, at 9PM ET/PT** on Lifetime. Sally Beauty will be providing the winner of *Project Runway* with a one-year supply of products and the opportunity to consult with Sally Beauty to create a limited edition "FingerPaints" nail color collection. Products featured on the show include brands sold exclusively at Sally Beauty including **ION, Beyond the Zone, Hot Shot Tools** and **Silk Elements**.

For more information visit www.SallyBeauty.com, [Facebook](#), [Instagram](#) & [Twitter @SallyBeauty](#)

About Sally Beauty

Sally Beauty Supply LLC is the world's largest retailer of beauty supplies offering more than 7,000 quality products for hair, skin and nails. The company's goal is to provide customers with beautiful finds at beautiful price and serves its retail customers and salon professionals at over 3,200 stores in the United States, Puerto Rico, United Kingdom, Canada, Germany, Mexico, Ireland, Belgium, France, Spain, Chile, Columbia, Peru and the Netherlands. For further information, visit sallybeauty.com or call 1-800-ASK-SALLY for the store nearest you.

SOURCE Sally Beauty