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FOR IMMEDIATE RELEASE:

J. WHITE & ASSOCIATES PARTNERS WITH FATBOY

J. White & Associates is pleased to announce its national representation of Fatboy Hair. Tyson Kennedy, an acclaimed hair dresser and founder of Cutler Brooklyn, come occasional rock star, conceived Fatboy when he was trying to solve a simple problem. Working on hair all day every day, Tyson became frustrated with the lack of styling products that really did the business. A lot of brands talked the talk, but few delivered. Tyson set out to change this, and began working on a recipe on the kitchen stove top in his Lower East Side apartment. The result was Fatboy Perfect Putty. Fatboy has since grown into an award winning range of products.

“Fatboy’s tagline of ‘Do More With Less’ resonates through every product in the range,” states J. White & Associates president Jeff White. “Combine that with the unique approach to education—a Fatboy Tour Bus (how else would a rock star roll?)—and the result is a salon market that is being shaken up like never before.”

The logo for Fatboy Hair, featuring the word 'fatboy' in a lowercase, rounded, sans-serif font. A registered trademark symbol (®) is located at the top right of the letter 'y'.

J. White & Associates, based in Charlotte, NC, is an international firm specializing in cultivating emerging market leaders as well as advancing brands poised for the next level of market expansion. To contact J. White & Associates, please email jeff@jwhite-assoc.com or call 704-335-1502.

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