“Hair Addict,” the brainchild of stylist/proprietor Demetria “Meechie” Francis and her Headlines by DeFranco styling team, debuted in 2009 in her salon located on Wilson Mills Road in Richmond Heights.

By RHONDA CROWDER

Staff Reporter

After two successful in-salon shows, the hair and fashion presentation once known as “Hair Addict: The Fix” is getting bigger and better as it moves to Executive Caterers at Landerhaven this year, August 7th.

In fact, it’s so big that it’s been renamed “Hair Addict: Unplugged.”

“Hair Addict,” the brainchild of stylist/proprietor Demetria “Meechie” Francis and her Headlines by DeFranco styling team, debuted in 2009 in her salon located on Wilson Mills Road in Richmond Heights. The idea grew out of conversations within the salon.

Instantly, it became a hit for local beauticians, fashionistas and trendsetters. And, with the changing of the venue as well as a dedicated following, Francis definitely sees “Hair Addict” becoming a premiere industry event in the city.

“It was time,” said Francis when asked why she decided to relocate this particular year. “The first two shows were trials. With us selling two to three hundred tickets at the salon, we felt it was time to move. [But] also, to make people feel like they are coming to an event.”

Francis, a well-established stylist, received her cosmetology license in 1995 at the age of 22. Not long after she opened her first salon on Noble Road in Cleveland Heights. From there, being recognized for her creative cutting techniques and extension applications, she quickly went on to solidify a name for herself throughout the city.

Today, in addition to managing the Wilson Mills Road location and producing sell-out shows, she operates Barbers by DeFranco on Mayfield Road and publishes Snob, a bi-annual hair and fashion magazine.

Now, because “Hair Addict” has moved to a bigger venue, the cost of tickets has increased. However, the price of admission does include complimentary valet parking, dinner, and of course, a display of the latest hair styles and fashions.

Once again, Style Lounge and Next will provide the clothing while local band the Funny Sound is scheduled to perform live.

“Attendees can expect a little more entertainment, dancing incorporated with the runway modeling and more hair. There will be more show this year, no breaks,” said Francis. “I think this will definitely be our biggest show we’ve put on.”

“Hair Addict: Unplugged” tickets, $50/general and $55/VIP, are sold at Headlines by DeFranco and Next clothing store in Beachwood Place.