

Launch Date- April 30, 2019

Where: Indique Boutiques, Online, & through Client Care

www.chakabyindique.com

www.indiquehair.com

Press Release:

INDIQUE HAIR INTRODUCES Chaka by Indique

An exclusive collection designed for every woman everywhere

NEW YORK, NY (April 30, 2019) – Indique Hair, the premier provider of virgin hair extensions, today announced the launch of its new hair-wig line with Chaka Khan.

Chaka by Indique is an exclusive collection designed for every woman everywhere! Icon Chaka Khan and her longtime friend and hairstylist, George R. Fuller, love Indique and desired to create special pieces highlighting Chaka's signature textured looks.

"My hair has always been arguably as iconic as my voice. This collaboration with Indique allows me to share a piece of myself with every woman every wear... I hope that you love it!" -Chaka Khan

Chaka by Indique's iKhanic Curl is a full adjustable wig with an undetectable 4x4 freestyle parting lace closure. Created using Indique's Bounce Coil Curl, these luscious curls have a unique coiled pattern that allows you to create a gorgeous tightly curled hairstyle, or brush it through for a natural afro-inspired look.

"I've spent half my life, which entails my career, with the legend who is considered Every Woman- Chaka Khan! She has entrusted her crown and glory with my hands for a couple of decades. It gives me immense pleasure, joy, and great excitement to partner with another legendary brand in the hair & beauty industry. To bring to women everywhere the iKhanic line- Chaka by Indique." - George R. Fuller

Chaka by Indique's iKhanic Straight is a full adjustable wig with an undetectable 4x4 freestyle parting lace closure. Created using Indique's Bounce Blow-Out, iKhanic Straight can be worn in its natural state, curled, or flat ironed. This texture has low luster, making any style look super natural.

"Never in my wildest dreams would I have thought that I would be partnering with my favorite hair icon, the one, and only Chaka Khan. This is a major moment in the hair extension industry and I'm thrilled to offer the Chaka experience to everyone who loves Indique." – Ericka Dotson, Indique's Co-Founder & Creative Director

Chaka by Indique is available for purchase at www.chakabyindique.com, www.indiquehair.com, and at the Indique Hair Boutiques.

About Indique Hair

With a winning combination of hair experts and stylists and more than 30 years of industry experience, Indique Hair International provides 100 percent virgin human hair that is natural and of the highest quality. With an impressive client base that consists of Chaka Khan, Lady Gaga, Kelly Rowland, Lala Vasquez, Gabrielle Union, Rihanna, Ciara, Taraji P. Henson, Brandy, Zendaya and more, Indique Hair's unique Indian virgin and natural human hair extensions are lustrous and tangle free.

Indique Hair is the only company that produces hair extensions at the source, with headquarters in India. Indique Hair has 18 freestanding boutiques in metro New York, Philadelphia, Atlanta, Chicago, Los Angeles, Houston, Dallas, Miami, Boston, Silver Spring, Ghana, Johannesburg and more. www.indiquehair.com

About Chaka Khan

Chaka Khan is one of the world's most gifted and celebrated musicians of our time. With a rich musical legacy, the 10-time GRAMMY® Award Winner is looking forward to a celebration of a lifetime. As a songwriter, actor, author, philanthropist, entrepreneur, and activist, Chaka Khan has influenced generations of recording artists. She has the rare ability to sing in seven music genres, including R&B, pop, rock, gospel, country, world music, and classical. Affectionately known around the world as Chaka, she is revered by millions of fans, as well as her peers, for her timeless, classic, and unmatched signature music style and ability. The late, great Miles Davis often said, "She [Chaka] sings like my horn." The Queen of Soul, also praised, "[Chaka] is a one-of-a-kind, premier vocalist."

About George Fuller

George Robert Fuller has spent more than half of his life gallivanting around the world through toxic clouds of hairspray while beautifying behind the scenes of some of the industry's most iconic people. He does this all in the name of making them "GEorgeous", not to be confused with gorgeous. His clientele represents legends across the globe, including multi-award winning artists Chaka Khan, Patti LaBelle, the late Natalie Cole, Olivia Newton-John, and Anita Baker. George's versatility has also allowed him to work with leading executives Linda Johnson Rice (JPC), Juanita Jordan (JVJ enterprises), Melody Hobson Lucas (Ariel Capital), Cathy Hughes (Radio One/ TV-One), just to name a few.