

DIVA POULOS

Diva Poulos' provocative edge, visceral approach, and timeless creations have propelled her rise as one of the most revered international couture hair designers in the world.

Born to parents in the Hollywood film industry, Diva's creativity flourished at a young age. By 13, she was working at a popular Los Angeles salon and, shortly after, opened her own location in Sydney, Australia. Success came quickly - the famed Bicentennial Parade's *Princess Diana Wool Collection*, held at the iconic Sydney Opera House, was one of Diva's first internationally recognized events.

Today, Diva is Creative Director of *Diva International*, a Sebastian flagship salon, and one of San Francisco's premiere style hotspots. Together with her husband, entrepreneur Andrew Poulos, they head the thriving creative studio in the heart of San Francisco.

Famous for her passionate, collaborative approach, Diva's talent has continued to attract even the most cutting-edge artists in the field. Working closely with Sebastian's original founder, industry icon Robert Lobetta, and with top artists around the world, she has consistently created timeless storytelling through revolutionary style. Involved with the positioning of Sebastian's top brands, Diva has helped bring star-studded events, studio education, photo shoots, and numerous products to life through spectacular global launches and appearances.

Diva has worked with celebrity chefs, ambassadors, executives, politicians, media celebrities and high-profile personalities, commanding a loyal following of famous fans. Her trademark creations have graced red carpet launches for *Sex in the City* and *Hairspray*, runway shows for *Chanel*, *Christian Dior*, *Lacroix*, and *D&G*, and events like San Francisco's *On the Square* and New York's notorious *Fashion Week**

Her influential voice is featured in the world's most trusted publications - *SOMA*, *American Salon*, *Asia's Estetica & Female*, *FashionTV* and *Culture* from Europe, and global media outlets like Italy's *Pinni* and the popular *Modern Salon*.

“I ALWAYS DO WHAT I’M AFRAID TO DO.”

Through her high-momentum lifestyle, Diva infuses her work with collective inspiration, juggling a dynamic career with the warmth and intimacy of close family and friends. Her insightful approach to work is evident in motherhood - Diva's role as a mother of two, balancing the demands of a high-profile presence with family, give her an appreciation for the modern parent.

Rooted in intuition, instinct and inspiration, Diva Poulos is a rare breed of artist - one that continues to defy her own expectations, inspiring artists and fans around the world.

In 2010, Diva was honored with the prestigious Visionaries Award and has held her position as one of the world's leading voices at the forefront and evolution of the hair design industry.

RECENT HIGHLIGHTS

*New York Fashion Week : 5 years +

Diva's most recent work has been in the spotlight featuring celebrated fashion houses Pamela Love, Christian Siriano, and Stacey Bennett.



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