

Philosophy

In passion, lies beauty.

This is the quintessential statement behind Oscar Blandi's philosophy on haircare. This message is consistent throughout every element of the Oscar Blandi empire. It is evident in Oscar's fervent methods of styling, within the walls of his namesake salon, throughout his dedicated team of stylists and colorists, and inside every product in his extraordinary haircare collection.

It has been more than twenty years since Oscar left his home in Naples to bring his talents and old-world Italian methods of haircare to the United States. Oscar was born with styling in his blood; his father, brother, and three sisters were all in the business. Oscar himself began working on hair at the age of fourteen in the back of his father's salon. He later left to work in several of his father's colleague's salons and attend art school to gain a diverse perspective and develop his own sense of detail.

Within a few years of his arrival in the states, Oscar opened his own salons in the prestigious Plaza Hotel and on Madison Avenue. With his namesake salons tremendously successful, Oscar's reputation as one of the most sought-after hair dressers in New York and Hollywood quickly followed. His loyal celebrity clients include, Jennifer Garner, Jessica Alba, Jessica Biel, Faith Hill and Kelly Ripa to name a few.

Blending his extensive professional experience with innovation, Oscar launched the Oscar Blandi Product Collection in 2005 to renew and rejuvenate for "Oscar-worthy" hair. Oscar's elegant, purposeful treatments and styling solutions are inspired by his love of hair and his passion for helping women express themselves confidently. This unique collection of hair essentials are infused with rich botanical ingredients to provide a luxurious experience for the senses and any hair style.

When Oscar is not creating his products or sophisticated red carpet looks for celebrities and socialites alike, Oscar can be found at his newly opened salon at 545 Madison Avenue. Like everything else in his haircare domain, this luxurious space reflects Oscar's heritage and artistic passion.

