

Oct. 29, 2020



HERO HAIR: TM
The REEL Wig Experience

Brooklyn, NY- USA
(347) 488-2715
www.herohair.com
inquiries@herohair.com

Attention: Department Head Hair- Department Head Makeup
Re: HERO HAIR Custom Wig/Facial Hair Rates And Complete Services Information



[@officialherohair](https://www.instagram.com/@officialherohair)



facebook.com/Officialherohair/



[Official Hero Hair](https://www.youtube.com/OfficialHeroHair)

Custom
WIGS & FACIAL HAIR

for the
**FEATURE FILM
& TELEVISION
INDUSTRY**

Owned
and operated by
**IATSE Local 798
Artists**

inquiries@herohair.com

CONTEMPORARY & ORIGINAL CONCEPT DESIGN & HD (HIGH DEFINITION)
PERIOD REPRODUCTION FILM-LACE

HERO HAIR, HERO HAIR: The REEL Wig Experience, and, the HERO HAIR logo are copyright & trademark TEAM YAY Productions 2020. All rights reserved.

PERIOD

REPRODUCTION

FILM-LACE

FEATURED PRODUCTION SPOTLIGHT!



SEASON 2

HERO HAIR was honored to have designed, hand-fabricated, styled for the screen & applied on set a custom, featured performance wig for **M. Night Shyamalan's** **"Servant"** (season 2).

TABLE OF CONTENTS...

1. WHAT YOU GET WITH HERO HAIR
2. OUR PERSONAL THANK YOU
3. THE BASICS OF A HERO HAIR CUSTOM PIECE
4. OUR RATES
5. CREWING YOUR PRODUCTION



This short video demonstration depicts the close-up, physical application, screen-accurate visual continuity, hyper-human realism, and, on-camera performance quality of a typical, custom (reproduction) wig, hand-fabricated, styled and applied by our studio, **HERO HAIR**.

Click the link, [**HERE**](#), to the above video, "THE HERO HAIR DIFFERENCE."

1. WHAT YOU GET WITH HERO HAIR

Thank you for considering **HERO HAIR: The REEL Wig Experience!** Please read through the below information, and let us know if there are any questions whatsoever. You are receiving our personalized, Custom Wig/Facial Hair Rates And Complete Services Information PDF we send to all potential and new clients, and we appreciate your attention in this process.

In terms of answering any specific questions, and providing preliminary price-quotes for our work around your future productions, It helps us tremendously when the client is informed, and well versed not only in the current reality of production wigs, facial hair and, hairpieces used in feature film and television, but, comparatively, what **HERO HAIR** brings (and has brought) to the craft to elevate it, as the vanguard of the global custom wig industry.

HERO HAIR has no stock and is not a rental company. Our studio designs, hand-fabricates, and, in many cases, pre-styles for the screen, custom wigs, facial hair applications, and hairpiece applications (falls, toupees, extensions, etc.) that are state-of-the-art. Our trademarked methodologies, cutting-edge materials, and uniquely spearheaded technologies are unmatched by any wig-house in the industry. Our studio's product stands amongst the highest-level producers of our craft, including that coming out of the revered houses in London.

Our theories, and practical application of design through execution, as well as our studio's unique, post-delivery production-crewing further set our studio apart. This exclusive crewing is done either on set, with a **HERO HAIR** wig and facial hair technician providing real-time support to the department heads in HMU, or virtually, via our exclusive, on-call remote video crewing services, established and proven in concept since 2015, and explained lower in the supplemental areas of this document.

Our quality of work, industry reputation, and credits, and production-crewing options set **HERO HAIR** apart from any other experience you've had previously when securing a wig-vendor for your project.

Our full-service studio, with two physical location-sites, is staffed by full-time, dedicated artists (all elite-tier, working professionals in the top ten percent of their craft, many of whom have been trained by **HERO HAIR**, and are members of IATSE Local 798, with film and television credits spanning decades), that work tirelessly to create the vision supplied by the department heads in HMU for the production.

The below information will give interested department heads a concise, well-rounded view of what our studio provides for production, and we thank you for your continued interest.



2. OUR PERSONAL THANK YOU

Thank you for your potential partnership with HERO HAIR for your upcoming production.

HERO HAIR will be honored to be a part of your HMU team, working with your production and your amazing cast of talent, and it will be a sincere joy for our studio to provide them with our full, state-of-the-art studio services of visual and functional aesthetics in modern wig and hairpiece-making for television, playing our role as members of the production's creative vision.

We look forward to working with you.

Professional regards,

Hero Hair



3. THE BASICS OF A HERO HAIR CUSTOM PIECE

All of our studio's feature film & television division pieces,
are CUSTOM.

Our state-of-the-art wigs, facial hair applications, and hairpiece applications are completely hand-fabricated, custom colored (or, hand-blended), screen-accurately styled against approved continuity (where applicable), and physically maintained for the production, beyond delivery to set, where requested or required.

Our Studio

A **HERO HAIR** custom wig, facial hair application, or, hairpiece application is unlike any other created in the industry.

Our team is comprised of actual, working professional artists in the Broadway, television & feature film industries with a collective nearly 100 years of experience, all of them in the top ten percent of their respective fields, as well as with a deep, personal, practiced understanding of what it takes to create a truly successful illusion; *the one the viewer isn't even aware exists*. **HERO HAIR** custom pieces are state-of-the-art, with superior quality, cutting-edge materials, exclusive methodologies, and unparalleled client-care from the point of first inquiry to final delivery to HMU.

Our Quality & Credits

A **HERO HAIR** custom wig, facial hair application, or hairpiece application is of the highest quality physically capable of being produced.

Our work has appeared prominently in major studio productions such as ***"The Greatest Showman,"*** starring Hugh Jackman (for which **HERO HAIR** built several of the wigs for the characters known as "The Oddities," ***"Dickinson,"*** starring Hailee Steinfeld, M. Night Shyamalan's ***"SERVANT,"*** and AMC's original series, ***"Dispatches From Elsewhere,"*** created by, and starring, Jason Segel, ***"Escape At Dannemora,"*** Directed by Ben Stiller, and ***"The Looming Tower,"*** Starring Jeff Daniels, and with two of our custom (differing time-period) wigs featured in Michael Stuhlbarg's **Emmy™** nominated performance as "Richard Clarke."

Our custom pieces utilize the finest human hair, state-of-the-art, HD (high definition) synthetics, organic protein synthetics (functioning, appearing, and heat treatable precisely like human hair, exclusive to our studio in the film and television industry), and our nearly exclusive, extreme close-up, HD (high definition) feature film lace. This lace is invisible as close to 1-foot to the naked eye, standing up to even the most scrutinizing HD camera lenses (red cam, etc.) and resolution gates (4k and beyond), without normally expected, dramatic costs required for VFX (beauty budgeting) in post.

All of our custom pieces feature our exclusive ***"HERO-Hairline™"***- the faithfully reproduced, hyper-accurate hairlines of the original actor, character, or source reference, as well as our exclusive ***"Hair Directional Growth pattern Plotting™"***, a signature protocol of our studio, where the hair of the custom piece (rather than being ventilated in the standard, single-direction, front to back, is plotted instead, strategically. We physically direct the hair, at the root in not one, but multiple directions, angles, and patterns across the entire topography of the client's custom build-block

(similar to a blueprint), during ventilation, along the denier (lace hexagons), into what will be the end-styling of the piece itself. This process allows for an incredibly sturdy, long-lasting styling-state, with little to no significant style fall-out during multiple wears and duplicates all naturally existing, visually identifiable hair growth patterns, and cowlicks of the original subject.

Color

Color is never subjective, and it is a precise science at **HERO HAIR** to not merely represent it in an approximation with a custom (often reproduction) piece, but to match it as accurately as is humanly, technically possible to the real world.

We are real color experts, with over 30 years in the related visual arts, and apply our professional color theory skills to every custom commission we receive. Through an exceptionally involved digital process, our team can ascertain, within a ninety-five percent certainty, the actual color values present in even the most over-processed, filtered or varying temperature reference supplied by the client for the creation of the illusion. Additionally, we collect substantial, specific-to-our-process, supplemental reference, as a comparison to that provided by the client through our internal R & D department.

Our colors are, depending on the project, either fully custom dyed, or fully hand-blended to not only depict the custom piece as it would appear in real life, in all lighting levels, weather conditions, and even the time of day in the original capture, but also, to ensure the correct appearance in varying photography across the board. The color of the custom piece will photograph hyper-accurately human, no matter the lighting, or filters used.

Our hyper-realistic reproduction pieces (as well as our original concept productions) avoid the "uncanny valley," are natural in appearance, and, comfortable for hours of wear beyond anything you have previously experienced before.

Your **HERO HAIR** custom piece is delivered to set in either, a raw, stylable state for your Department or, if requested, a pristine, continuity-accurate, fully pre-styled-for-screen styled state, on a personal, professional wig block, ready to apply upon arrival. It is shipped (or hand-delivered-**COVID-19 Safety and allowance dependent**) to set in our studio's hard-shell, professional, custom transportation & storage case, the same case we use to transport all of our professional wigs to clients worldwide. The piece is stabilized internally by a central peg, and additional styling guards, ensuring a near-perfect physical landing, with little to no styling clean-up, upon arrival.

Our team will assess the custom piece's condition upon landing, after monitoring its progress to and from our studio. Our illusion (the custom piece) will hold over multiple wears with our guidance through our exclusive production-crewing (explained further down in this document), until a full refreshing by our studio is requested or scheduled.

When it comes to the necessary, full refreshing of the custom wig, facial hair application, or hairpiece application between shooting days, you, as a **HERO HAIR** client, can also receive our studio's exclusive, unlimited **"REFRESH, RESET & RESTYLING™"** services. These services can be done on-set, by a designated **HERO HAIR** wig & facial hair technician, in the HMU trailer, by sending to our studio, during the course of production, via courier, or scheduled for pick-up by our staff.

Going beyond a simple wash and general refreshing, our team, if requested, fully restores the wig (or facial hair) to its pristine, screen-accurate state, matching the exact, key-point, hyper-accurate styling previously established in the continuity of our original delivery, or, continuity established post-delivery, independently of our studio.

More information, and answers to any outlying questions remaining, can be addressed during our 30-minute, complimentary, no-obligation, virtual consultation with the potential client and our team.



4. OUR RATES

HERO HAIR creates state of the art, HD camera-quality custom wigs, hairpiece applications and facial hair for feature film & television, within the standard industry pricing system; with costs adjusted for labor, materials, and the specific design, aesthetic, and mechanical considerations of the build.

The custom pieces HERO HAIR will create for the client's production are at standard rates for a studio of our quality and reputation. There are, however, considerations our studio provides exclusively to production that allow us to negotiate to bring down the price of our work, without sacrificing the integrity of our efforts. We will explain these considerations further down this document, in the area sub-section, **THE HERO HAIR COMMITMENT**, and what they entail.

Directly below are our studio's fees, based on the information provided in your information to us. Please proceed below for our rates.

OUR GENERAL PRICE BREAKDOWNS

Television & Feature Film Custom Pieces

Custom Wigs

\$5,000.00 US- \$7,500.00 US

+ insured shipping, wig case & custom head block at \$150.00

Custom Fronting

(Featuring our trademarked "HERO-Hairline" on HD Film Lace)

\$3,000.00 US US

Custom, Full Remastering Of Pre-Existing Wigs

(Featuring our trademarked "HERO-Hairline" on HD Film Lace)

\$4,500.00 US US

Custom Principal Falls

\$2,000.00 US- \$4,000.00 US

Custom Extensions

Machine Wefted- \$600.00 US- \$800.00 US

Hand Wefted- \$1,000.00 US- \$1,500.00 US

Custom Toupees & Top Pieces

\$1,500.00 US- \$3,500.00 US

Custom Piece Sets

(Braids, Bangs, Curls, etc.)

\$650.00 US- \$850.00 US

All price ranges include considerations for hair quality, length, custom coloring and labor hours. We can discuss these and other details during your complimentary, virtual client consultation, should you wish to proceed with this process on other productions, after your review.

RUSH FEES

HERO HAIR appreciates a standard build-time for our custom wigs at 6-weeks and 4-weeks for facial hair. Our studio charges rush fees for any job deadline less than the above timetables, at an additional 35% of the total budget bid. We appreciate your consideration when reaching out to us for your production needs.



HOW WE WE BRING YOUR PRICE DOWN

As we have stated above, before your estimates, there are considerations our studio provides exclusively to Production that allow us to negotiate to bring down the price of our work, without sacrificing the integrity of our efforts. **This is explained below for your consideration.**

*****The HERO HAIR Commitment*****

Above, we have demonstrated some of the mechanical, practical, and support specifics which our studio brings to your production. There is, however, a protocol we use to lower the cost of this investment with HERO HAIR- **Your commitment to the crediting of our brand, a HERO HAIR Production vendor.**

As artists, and professionals, working within the entertainment industry, wigmakers (and houses) are almost uniformly (with rare exception) relegated to the category designation of, **merely**, unnamed vendors within any given production. Largely going unsung beyond their fee this is, of course, often an accurate designation given the typical, established framework of our particular industry (wigs & hair), where its contribution to the total vision of the production is concerned.

HERO HAIR, however, is unlike any wig house in our industry, and our incomparable commitment to the production stands singularly away from the established, accepted norms. Our studio operates akin to the Hollywood of old, when working artists such as **Max Factor** (at the famed **Desilu** studios), was not merely a vendor providing his wigs, but also one spearheading his industry beyond the bar with a palpable, real-time presence in every aspect of its design, application, and custodianship into the future.

HERO HAIR ascribes to this concept; that the **working artist**, beyond merely the vendor, is deserving of real, discernible credit for their contribution to the totality of the artistic vision of the production, where their wares are concerned. We thank you for your consideration of the following.

*****Our studio exclusively offers a ten percent (10%) discount on all custom pieces (full wig & facial hair-builds only-does not include remastering jobs), under our contract, in exchange for production's commitment in recognizing our contribution to the project, allotting *HERO HAIR* an official screen credit. *****

Our preferred credit is -

Custom Wig(s) Created By *HERO HAIR*: The REEL Wig Experience™

(Or, if Production's credit-space is limited)-

Custom Wig(s) Created By *HERO HAIR*™

A **HERO HAIR Screen Credit information** form will accompany any invoice given at the time of hire, and explain this consideration between HERO HAIR and Production, should you, at that point, choose to avail yourself of our 10% discount at time of payment, or via later reimbursement by our studio, if such crediting considerations are not able to be addressed, or approved at our time of hire.

Our studio's screen credit discount is not necessary to hire *HERO HAIR* for your production. The option is presented as dependent on the client's desire to do so, at any point during our relationship as production vendors, and on the success of our work toward the production's vision.



5. CREWING YOUR PRODUCTION

HERO HAIR is not just a custom wig company; we are also your own personal, professional, industry-level wig crew.

Our client-crewing option is included under our base-fees as standard, but is not necessary to hire *HERO HAIR* for your production. This option is also presented as dependent on the client's desire to do so, at any point during our relationship as production vendors, and around the success of our work toward the production's vision.

REFRESH, RESET & RESTYLING™ SERVICES:

Our studio provides Production with full crewing-curation of the custom piece, **throughout your shoot (where applicable, or requested), including, and under our studio's exclusive "REFRESH, RESET & RESTYLING™" services.**

Whether performed in the trailer by studio's Founder & Head Wig Designer, **Erin Kennedy Lunsford**, operating as an already attached member of the production under HMU (or by one of HERO HAIR's dedicated wig and facial hair technicians at her side, where IATSE and/or general per diem rates apply), or, if no HERO HAIR crew attachment is present in the production, by delivery to our conveniently located Brooklyn, NY studios for an overnight turnaround between each shooting day scheduled, we will completely refresh, reset, and re-style your production piece, according to established continuity, for its next scheduled appearance in front of camera, for your behind the scenes stills, or gallery photo shoots. We will then send back to set as required.

ON-SET CREWING (Covid-19 safety and allowance-dependent):

Our exclusive on-set wig and facial hair support crewing is performed by a designated HERO HAIR wig technician, working in tandem with, and under the direct supervision of the Department Heads in HMU. This exclusive protocol has proven hugely successful in numerous productions, some of which have been submitted to your Department Head(s) in the supplemental documents of this preliminary proposal.

Our studio's Founder & Head Wig Designer, **Erin Kennedy Lunsford** (member of IATSE Local 798 and the Academy Of Television Arts And Sciences) serves as the direct liaison for these crewing services, often providing them herself (free of charge when performing dual-department duties as Key Hairstylist, already attached to a production), and/or with specific wig & facial hair technician-members of her HERO HAIR studio team (IATSE and general per diem rates apply for secondary HERO HAIR technical teams specific to crewing our studio's wigs and facial hair), supplied to a given production when bringing on our studio.

The position of our studio's wig and facial hair technicians, as artists with a direct hand in the creation of the physical production pieces themselves, is in orbital support of the Department Heads, and their Keys; specifically assigned to the monitoring, troubleshooting, general care, and in many cases, physical maintenance of the pieces between the actor's performance, performed in the trailer, or (if required) on set.

They (our team) are also, in most cases, IATSE members in both departments (Hair & Makeup), able to apply and de-wig (or de-beard) a particular actor wearing our creations, where hands might be

basically maintain, de-wig, perform light style clean-up, and re-block/store their custom pieces between our studio's annual refreshing services. From Denmark to Australia, to Germany, Russia, and Italy our team rises with the dawn, and sometimes before, to get on LIVE, remote video with

HERO HAIR has also applied this virtual crewing to the feature film and television industry.

Our studio's creative team of artisans, and highly skilled wig and facial hair technicians are on virtual standby to our client's productions around the world, and locally, supporting HMU and their actor's transformative illusions 365 days a year, either (as explained above), on set via an in-person HERO HAIR wig or facial hair-technician, or virtually, LIVE, via remote video, done successfully by our studio for our custom wig and facial hair clients since 2015.

All of our custom wig curation and HMU technical support orbits, done live, may also be done virtually, with rare exception, including taking the required head , and facial wraps for construction of the custom piece, and we invite you to discuss these unique protocols with our team, or a HERO HAIR representative.

HERO HAIR will be happy to discuss the full details of our crewing protocols, and any other outlying questions persons reviewing this proposal may have, surrounding our work for production.

Thank you for your time, and, consideration. We look forward to the results of your review. This concludes our preliminary proposal for ***Gossip Girl 2***.

Professional regards,

HERO HAIR: The REEL Wig Experience

TOS (Terms Of Service)

All work performed by our studio is done according to fees received at time of invoicing. A fifty percent (50%) down payment is required to begin work. The remaining 50% due will be required 2 weeks prior to delivery of the piece to set. HERO HAIR will provide a mid-way visual update (PDF) of the build to Production, shortly before invoicing for final payment for final delivery.

Any re-fronting, or significant physical alterations, once the piece has been approved by Production, and final delivery has been made, due to excessive, normal, or unexpected production wear, or damage will be charged at standard industry rates.



