

## Pure Hair Gaze Announces Promotion of David Olsson to Chief Marketing Officer



**Atlanta, Georgia Dec 29, 2021** ([Issuewire.com](https://www.issuewire.com)) - Pure Hair Gaze, A black-owned beauty brand company specializing in the promotion of [hair weaves and wigs](#), today announced the promotion of David Olsson to Chief Marketing Officer -Atlanta, Georgia (January 1st , 2022 ) – In his role, Olsson is responsible for all marketing and branding initiatives for the retailer, which is on a mission to democratize hair weave fashion, design and the latest ideas in weave and accessories around the

world. He also oversees the development and growth of Pure Hair Gaze's strong brand portfolio that includes recognized names such as Pure Gaze Body Wave®, Pure Gaze Excelsior®, Gaze Curls®, and American Extensions .

Olsson has been in the beauty industry for over 13 years and has worked in various capacities including accounting and finance, management, operations, purchasing and inventory, and business development. David joined Pure Hair Gaze in 2018 as a Regional Manager assisting with the marketing Department with the day to day responsibilities including contract management, project management, staffing opportunities and more. His comprehensive background in our industry has played a key role in his success and brings extensive expertise and experience to his new role.

Olsson's experience, leadership, and understanding of our family business have been extremely helpful as we make the necessary changes to assure the perpetuation of our brands and our business for the future. Olsson brings to the company an intense focus on consumers, insights and building best-in-class brand and category growth strategies. As Chief Marketing Officer, he will focus on driving accelerated growth by elevating Pure Gaze consumer centricity, innovation, brand and marketing capabilities ,” -Mary Allison, President of Pure Hair Gaze .

## About Pure Hair Gaze

Pure Hair Gaze. (PHG) is a professional hair weave and wig organization with 250 employees serving customers across the globe. Every day Pure Hair Gaze engages thousands of shoppers in a journey of discovery through an ever-changing collection of hair weaves , wigs, clip-ons and other fresh new products. Along the way, we connect shoppers to interesting personalities, engaging stories, and award-winning customer service. For more information, visit the website at [purehairgaze.com](http://purehairgaze.com) or on Instagram at [instagram.com/purehairgaze1](https://www.instagram.com/purehairgaze1)

## Media Contact

Allen Biggs

[Info@purehairgaze.com](mailto:Info@purehairgaze.com)

7708371041

3379 Peachtree Road NE Atlanta, GA 30326

Source : Pure Hair Gaze

[See on IssueWire](#)