

Jeffrey

fashion cares

2010

monday, august 30th

A Charitable Fashion Event Benefiting
Atlanta AIDS Partnership Fund
and
Susan G. Komen for the Cure
Greater Atlanta Affilifate

JEFFREY MCQUITHY BIO



Jeffrey McQuithy is a native Atlantan. He opened Vis-à-vis--The Salon in 2001 in the Buckhead community with a vision of superior customer service, as well as, an attention to every detail in regards to environmental esthetics. Following the success of the salon, he opened Derma-Luxe Custom Skin Care in 2007, a boutique medical spa also located in the Buckhead Village neighborhood.

Choosing organizations to promote awareness and community involvement, it is his strong position on integrity and giving back that has prompted him to become more deeply engrossed. He has been greatly involved with the Piedmont Conservancy, a group whose mission is to enhance and preserve Piedmont Park as a vital, urban green space and as a cultural and recreational resource that enhances the quality of life for Atlantans. As part of the team, Jeffrey helped to establish the first 'Park After Dark' benefit and has aided to quadruple fundraising efforts in the three years

of existence.

Jeffrey began with Jeffrey Fashion Cares three years ago as a supporting partner. He and members of his team at Vis-à-vis-The Salon have provided complete hair and makeup for the event during this time, as well. In addition to reflecting the perfect combination of style and charity, his true passion and persistence to help this cause stems from the loss of his mother 10 years ago to breast cancer.

###

Jeffrey

ATLANTA NEW YORK

3500 Peachtree Road, NE | Suite A-3 | Atlanta, Georgia 30326 | 404.420.2997
www.jeffreyfashioncares.com/atlanta