

Faces Of New Bedford #227: Valerie Supczak



Meet Valerie Supczak, 28-year-old Hair Artist. As a child, Valerie was always interested in hair and even went to New Bedford Voc-Tech to pursue cosmetology. When she got to Voc, she had a change of mind as she fell in love with computers. She became a student in the Information Technology program and it seemed as though her future in hair was over.

During her senior year, she was nominated to enter the Women in Technology program and even awarded a scholarship to pursue a degree in technology. Upon graduation though, she knew that she couldn't see a happy future for herself if she didn't return to her love for hair. She walked away from her scholarship and enrolled in Rob Roy's Hair Academy.

Valerie would work at a small salon for several years after finishing school, where she felt like she couldn't really express herself as an artist. When she moved to Plaza 100, she was inspired by the artists around her and she stepped out of her comfort zone to try new styles and coloring. When vivids, a hair-coloring technique that mixes bright and unique colors

together for a different approach to styling, really started to gain popularity in the hair and fashion world, Valerie knew she had master it.

With lots of work and dedication, Valerie was able to grow her brand as an artist through her Instagram account. What started as a hobby of posting the work of her clients, grew into a community of over 11,000 hairstylists and artists, who stop in to check out her newest work. This has opened up opportunities for her to work with some of her favorite brands and hopes to continue to be able to create and share her work with everyone.

Faces of New Bedford is a project by Colton Simmons. If you are interested in booking a shoot or getting prints from the series email all inquiries to colton@coltonsimmons.com. Follow Colton on Instagram: <https://instagram.com/simmonscolton>

Read more of the Faces of New Bedford series [here](#).