

# The Scrunchie

By Elisa Castro

# The Problem

Metal hair ties used in the 1980s were painful to use and damaging for hair.

(Insert images of not cute hair damage)



# The Solution



- A gentler alternative to abrasive metal hair ties
- Inspired by the waistband of her pajama pants, nightclub singer and pianist Rommy Revson created the first known prototype of the scrunchie.
- Initially named “Scunci” after her toy poodle.



# Outcomes

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Soon after it's invention, the scrunchie began to gain popularity with A-list celebrities like Paula Abdul, Madonna, and Janet Jackson.



Also popularized through television from the 80s throughout the 90s on shows *Friends*, *Full House*, and *Seinfeld*.

By 2003, the scrunchie fizzled out. This decline was documented in the infamous *Sex and the City* line where Carrie sates "No woman would be caught dead in a hip downtown restaurant wearing a scrunchie!"



# Outcomes

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Have no fear! Right before the decline of popularity, Colonel Pamela Melroy wore a scrunchie on her missions to the International Space Station in both 2000 and 2002 as a Space Shuttle Pilot.



# Conclusion

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The solution is genius because it improves the quality, lifespan, and is healthier for the consumer. Lone elastics or metals cause hair damage and breakage. Scrunchies provide that extra layer of protection to both the hair and elastic with the additional fabric.



# Sources

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Thank you!

