

Sarah James turned her interests in pop culture and hair care into a career as a blogger and expert commentator.

Having a Hair Thursday

By Becky Carman

Okie native Sarah James has turned her hair obsession into a career.



The Internet is the great equalizer. In few other venues could a person with no training in a particular profession – just a whole lot of enthusiasm for the subject – accidentally make a living writing about it. No, she never completed cosmetology school, nor did she even consider attending, but don't discount Oklahoma City native and professional blogger Sarah James's expertise.

Her predilection and talent for hair and makeup have landed her two successful blogs – James's personal blog at www.whoorl.com and her hair-centric spin-off, www.hairthursday.com – and some high-profile publicity; she has appeared on ABC's *Nightline* and *The Rachael Ray Show*, and James and Hair Thursday were profiled in *The New York Times*' style section in April 2008.

James, now 35, lived in northwest Oklahoma City until 1992, when she moved away for college. In 2003, she and husband Dustin relocated to California from Chicago "on a whim." Currently, she lives in Newport Beach with her husband and the couple's

3-year-old son Anders; a daughter is due in June.

James was a relative latecomer to the blogging game; she began Whoorl in August 2005 primarily as an outlet for her personal thoughts – "random television shows, my travels, generalized wine consumption and random karaoke experiences," she says.

At first, James said she had no idea people blogged professionally.

"Over time, however, I received opportunities from great websites to write columns and slowly came to the realization that I was, in fact, a professional blogger," she says. "Best job in the world, by the way."

Her flair for beauty writing coupled with positive reader response on the topic spawned the creation of Hair Thursday in 2007 – a centralized home for James's tirades, tutorials and product and styling recommendations for all things hair.

"I enjoy how hair can completely transform a person's look without being completely per-

manent, like plastic surgery," James says. "It's a fun and breezy topic, which I believe

most everyone can relate to in some way, and I saw an opportunity to create a website on a subject that hadn't really been tapped into at the time online."

One particular area of James's focus on Hair Thursday is the blunt bang, a difficult-to-maintain yet ultra-flattering hairstyle that transforms a look like no other. James celebrates the style in Hair Thursday's "Blunt Brigade" section, where readers are encouraged to submit photos of themselves rocking the look.

"I love blunt bangs," says James. "I finally bit the bullet and cut blunt bangs last summer after seeing multiple images of blunt bangs gracing my favorite style and beauty blogs. I just adore what the shape of blunt bangs does for people's eyes and cheekbones. It's a tough style to maintain, though. Lots of trimming." ■