

Barri Gibson is the owner of Red. by Rubyredroots in South Orange, NJ. She attended LIM College in NY where she earned a Business degree concentrated in Fashion Merchandising and immediately after earned her cosmetology license at the Aveda Institute in SoHo. Barri is a leader in her industry as she has been named one of NJ's standout Salons by Essence Magazine for her exceptional talents as a colorist and receiving raved reviews for creating a beautiful salon experience with outstanding customer service. While building her team and expanding her salon space, Barri is also interested in helping minority , women owned businesses build their brands and find resources, using her salon space and network to do so.

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