



Posh Curls owner Annette Norwood at the Barrington salon.

Posh Curls Is Making Waves in Downtown Barrington

DURING HER nearly 30-year career as a hairstylist, suburban Chicago native Annette Norwood often felt a quiet sense of unease when working with curly hair. She would offer suggestions, often recommending oils to tame the texture, but internally, she was intimidated—sensing a gap in her skill set, she silently hoped those clients wouldn't return.

Today, Norwood is known as “The Curl Queen” and celebrates National Curly Hair Day on May 2 every year with her loyal clientele. They travel far and wide to see her at the salon she owns—some even flying into Chicago to sit in her chair on Main Street in Barrington. Her trademarked technique is “The Forma Cut,” a curl-exclusive, dry cut that connects curls to create



Elizabeth Jobson is a long-time client of Posh Curls.



Israel Cruz receives a Diamond cut at Posh Curls.

shape, cutting each curl where it naturally falls. It's the crowning glory of Norwood's career—for her clients, it's the first time they've truly loved their hair. She is changing lives, one curl at a time.

Training in New York City hosted by DevaCurl founder, Lorraine Massey, opened Norwood's eyes to the art and science of cutting textured hair. “I realized that curls aren't just about technique,” she says. “It's about listening, understanding, and giving a cut that offers confidence—not just in your hair, but in yourself.” The reality is, most Americans have some form of natural wave or curl, yet many have struggled with products, treatments, or services that don't meet their needs. Years of straightening or masking their texture often led to damage, discouragement, and a sense of disconnection from their own hair.

EVERY CURL TELLS A STORY

For some, that disconnect started early—with teasing, comments, or lack of styling support. At Norwood's salon, the culture is rooted in care. Every guest is welcomed, educated, and guided through their unique hair journey, with styling techniques and at-home care designed to empower. Many are discovering—for the first time—how to love their hair and, in the process, themselves.

According to Norwood, 86% of Americans have an “S” shape to their strands—somewhere between wavy and curly. Her salon's logo, which is also tattooed on her right forearm, features five distinct shapes—a circle, triangle, heart, square, and diamond—each representing the face shapes she considers when tailoring a cut. It's a reflection of her custom, inclusive approach. While she specializes in curls, her goal is simple: help each client feel comfortable and confident in their hair. Her passion for curly hair comes from seeing the transformative power of a well-executed curly haircut. “So many stylists are intimidated by texture and I was one of them. Since 2008, I've dedicated myself to perfecting this craft because I've seen how life-changing the right cut can be for curly-haired clients.”

Posh Curls is the first salon in the area dedicated exclusively to curls. To learn more, visit poshcurls.com or call 630-933-9808.