



Ebony Kevette
BEAUTY · BUSINESS · LIFESTYLE

A THE WIG WALL GUIDE · WITH
EBONYKEVETTE

Wig Wisdom

choosing your perfect wig

Lace, density, lifestyle & budget — the insider's guide
to choosing a wig that looks like it grew from your own
scalp.

EBONYKEVETTE.COM · GREATER HOUSTON

— WELCOME

The Right Wig Isn't the Prettiest One. It's the Right One.

Choosing a wig isn't about grabbing the flashiest unit on the shelf. It's about matching the right lace, the right density, and the right construction to your face, your lifestyle, and your budget. Get that match right and nobody can tell it's a wig — get it wrong and the most expensive unit in the world still looks like a wig.

After 25 years and thousands of installs, this is the exact conversation I walk every client through before we choose. Consider it your cheat sheet so you walk in knowing what you want — and walk out with a unit that looks effortlessly, undeniably yours.

Let's find your one.

— EbonyKevette



— YOUR STYLIST & MENTOR

Meet EbonyKevette

MASTER STYLIST · WIG EXPERT ·
EDUCATOR

For 25 years I've lived behind the styling chair — growing from a self-taught artisan into a Master Stylist licensed by the state of Texas in 2009, and into the creator of The Wig Wall.

The Wig Wall isn't just a collection of beautiful units — it's my commitment to empowering you with the knowledge to choose with confidence. This guide puts that expertise in your hands before you ever sit in my chair.

Because the best wig is the one chosen on purpose.

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CHAPTER ONE

The Foundation — Lace & Density

Two things decide whether a wig reads as real: the lace at the hairline and the density of the hair. Master these and you understand 80% of what makes a unit look natural.

Lace types, demystified

- ✦ **HD Lace** — the most realistic, near-undetectable melt into the skin. The premium choice, at a premium price.
- ✦ **Swiss Lace** — the industry standard: a beautiful balance of realism and affordability.
- ✦ **Transparent Lace** — sheer and adaptable, blends across most skin tones without breaking the budget.

Decoding density

- ✦ **130%** natural, everyday · **150%** full but believable · **180%** glam · **200%** full drama.
- ✦ More density = more volume, more statement — and more cost.

✦ EBONY'S TIP

Match your wig's density to your own natural hair for the most believable blend. The goal is "is that her real hair?" — not "look at that wig."



CHAPTER TWO

Lifestyle Considerations

The "best" wig on paper isn't the best wig for you if it doesn't fit your day. Before we choose, we talk about your real life.

- ✦ **Your work** — dress codes and settings can steer the style.
- ✦ **Your workout** — active & sweating? We prioritize secure, breathable construction.
- ✦ **Your natural hair** — its condition shapes how the unit blends and installs.
- ✦ **Closure or frontal** — frontals give versatility but more upkeep; closures keep it simple.
- ✦ **Your styling skill & tools** — be honest about what you'll actually do at home.

"The best wig isn't the fanciest one — it's the one you'll actually keep up."

✦ EBONY'S TIP

Tell me the truth about your routine. A lower-maintenance unit you love beats a high-maintenance one you fight with every morning.



CHAPTER THREE

Setting Your Expectations

A little clarity up front turns a good wig into the right wig. Come to the conversation knowing these.

- ✦ **Inspiration photos** — bring them. They paint the picture we'll bring to life.
- ✦ **Style duration** — 2–3 weeks per style is the sweet spot for most.
- ✦ **Quality** — materials, craftsmanship and durability decide how long it stays gorgeous.
- ✦ **Density, color & length** — the three dials that define your final look.

✦ EBONY'S TIP

A wig is an investment, not an impulse. Spending a little more on quality up front almost always costs less than replacing a cheap unit twice.



CHAPTER FOUR

Wig Varieties — Pros & Cons

Every construction tells a different story. Here's the quick truth on each so you can match it to your skill and your look.

U / V / T-Part

Versatile, with a natural leave-out blend.
Trade-off: you'll style that leave-out, and parting options are limited.

Half / Headband / Closure

Quick, easy, beginner-friendly. Trade-off: less coverage and fewer parting options.

Handmade / Frontal

Customizable and versatile from ear to ear.
Trade-off: more cost and careful application.

Full Lace / 360

The most natural movement and styling freedom. Trade-off: premium price and more maintenance.

✦ EBONY'S TIP

Choose the construction that matches how often you'll restyle. More freedom only pays off if you'll actually use it.



CHAPTER FIVE

The Empowerment of Budgeting

Your budget isn't a limit — it's a tool. Knowing your number turns wig shopping from guesswork into a confident, curated experience.

- ✦ **Financial clarity** — a number keeps the process transparent, with no surprises.
- ✦ **Aligned choices** — we shop styles that fit both your vision and your comfort.
- ✦ **Realistic expectations** — you fall in love with the right unit, not the impossible one.
- ✦ **Confident decisions** — knowing your range makes every choice feel good.

"Everyone has a budget in mind when it comes to a wig — whether you can afford it or not."

✦ EBONY'S TIP

Tell me your budget up front, honestly. My job is getting you the best possible wig within it — and I'm good at it.



Ebony Kevette
SALON & DAY SPA

— READY TO CHOOSE
YOURS

Let's Find the One That Looks Like You

Now you know what I know. The next step is the fun part —
choosing your unit together, privately, in the suite.

Book a wig consultation and let's build your perfect look
from lace to length.

BOOK YOUR CONSULTATION · EBONYKEVETTE.COM

THE WIG WALL · GREATER HOUSTON-GALVESTON