

Style Makers; Bryant Renfroe, Hairdresser

By Elaine Louie

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Bryant Renfroe has been the hairdresser since 1984 for Kathie Lee Gifford and Barbara Walters. Until 1987, he worked for Joan Lunden and her staff at "Good Morning America." A telephone call changed his life.

In 1984, he was working at a salon in Orlando, Fla., when the phone rang. It was Ms. Lunden, who was about to fly from New York to Orlando to be the host of the Walt Disney Parade, which was going to be televised on ABC.

"There were 40 people in the shop," Mr. Renfroe said. "The receptionist took the phone call, asked me to take it, and I asked Joan how she wanted me to do her hair." Two weeks later, Ms. Lunden invited him to New York to become the hairdresser for "Good Morning America."

For three years, Mr. Renfroe rose at 3 in the morning to do the hair of Ms. Lunden and her guests. He also started doing the hair of Ms. Gifford and Ms. Walters. But he left "Good Morning America" because, he said, "I got tired of getting up at 3."

Mr. Renfroe, 38 years old, also cuts, styles and colors the hair of less-famous women who are willing to pay \$200 for the first haircut and \$110 from then on.

Monday through Thursday, he tends Ms. Gifford's hair at 7:15 A.M. By 10 A.M., he is at the Roget Resca hair salon at 136 East 82d Street in Manhattan. On Friday, he works with Ms. Gifford, then Ms. Walters as she prepares for that night's broadcast of "20/20."

Mr. Renfroe is also the creative director of Ogilvy Hair Products, a home hair-care company in Leonia, N.J.

Mr. Renfroe started out in 1973 as a dog groomer in Huntsville, Ala. But in 1979 he decided to become a hairdresser and moved to Orlando the next year. Then one day, the phone rang.

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