

• LOOKBOOK — 2025

The Braid Bar NJ

“Knot just braids, it’s a vibe.”

• WEST ORANGE, NEW JERSEY • 558 VALLEY ROAD • @BRAIDBARNJ



OUR STORY

Upscale Protective Styling, Rooted in Love

Hey y'all, hey! I'm Sharon French, a self-taught braider with over 20 years of experience. Owner of Apple Butter Boutique and the Braid Bar, a style haven located in the valley district of West Orange, New Jersey.

At The Braid Bar, every appointment is an experience — from the moment you walk in to the moment you leave feeling like your most confident self. We specialize in knotless braids, feed-in cornrows, crochet styles, locs, and VIP luxury braiding experiences using both premium synthetic and 100% human hair.

Our mission is simple: protect your crown while making you feel like royalty.

20+
YEARS
EXPERIENCE

35+
SIGNATURE
STYLES

5★
CLIENT
RATING

Our Services Menu

From VIP luxury experiences to custom feed-ins, crochets, and starter locs. Every style crafted with care.

VIP SERVICES

VIP Luxury Braiding Experience [Pre-Washed Kanekalon]

Private elevated braiding experience with luxury shampoo, deep condition, scalp massage, custom color blend, and complimentary meals.

STARTING AT **\$400**

6–8 hours

VIP SERVICES

VIP Luxury Experience [100% Human Hair]

Premium 100% human hair knotless braids with private session, signature treatments, and take-home essentials.

STARTING AT **\$600**

6–10 hours

KNOTLESS BRAIDS

Knotless Braids {Medium}

Lightweight, pain-free braids. Forgiving on the scalp and safe on your edges. All textures welcome.

STARTING AT **\$235**

5.5 hours

KNOTLESS BRAIDS

Knotless Braids {SMedium}

A breath of fresh air, a far cry from traditional box braids. Clean grid parting with 5 front, 3 back rows.

STARTING AT **\$250**

7 hours

HUMAN HAIR KNOTLESS

100% Human Hair Knotless

Premium human hair braids. 5 front, 3 back rows with 2–3 curls on each braid. Lightweight and pain free.

STARTING AT **\$350**

6.5 hours

HUMAN HAIR KNOTLESS

VOLUME 100% Human Hair Boho Knotless

Maximum volume with 6 front, 3 back rows and 5–6 curls on each braid. A showstopping protective style.

STARTING AT **\$450**

10 hours

FULANI BRAIDS

Fulani Knotless Braids {Small}

Knotless braids in the back, cornrows in the front. Creative design available as add-on.

STARTING AT **\$325**

7 hours

FEED-INS

2–5 Feed-in Braids

Perfect protective style for natural hair. Options for extended length, creative designs, goddess styling.

STARTING AT **\$60**

1–2 hours



Fulani Braids

CORNROWS × KNOTLESS × BEADS

“The best braiding experience I’ve ever had in Jersey. The grid parting is perfect, it feels weightless.”

— HAPPY CLIENT, WEST ORANGE NJ

ALSO AVAILABLE

Crochet Box Braids	\$150+
Crochet Weave	\$175+
Miracle Knots Braids	\$200+
Starter Locs	\$150+
Microlocs Installation	\$600+
Full Sew-in Weave	\$225+
Spring / Passion Twist	\$225+
Kids Knotless Braids	\$150+
Cornrows (No Hair)	\$55+



The Experience

PRIVATE • LUXURIOUS • PERSONALIZED

MEET THE TEAM

Behind The Braid Bar



Sharon French

FOUNDER & LEAD STYLIST

A self-taught braider with over 20 years of experience. Owner of Apple Butter Boutique and The Braid Bar — a style haven in West Orange, NJ. Sharon's vision is to provide a luxury braiding experience that makes every client feel like royalty.



Abigail Charles

SALON ASSISTANT & STYLIST

The newest member of The Braid Bar team, bringing positive energy and a passion for natural hair care. Abigail supports with client prep, shampooing, and braid takedowns while developing her protective styling skills.

CUSTOMIZE YOUR STYLE

Popular Add-Ons

Bohemian {Small}

Synthetic curls

\$80

Bohemian {Medium}

Synthetic curls

\$60

Bohemian {Large}

Synthetic curls

\$50

Shampoo & Blow-Dry

Pre-service prep

\$65+

Creative Design

Custom patterns

\$25+

Bun or Braid

Style finish

\$15

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Location

558 Valley Road
West Orange, NJ 07052
Valley District

Contact

551-339-3637
braidbar1nj@gmail.com
@braidbarnj

Hours

Mon-Fri: 10AM — 6PM
Saturday: 9AM — 3PM
Sunday: Closed

Book Online

braidbarnj.as.me
Deposits required
WhatsApp available

BOOK YOUR APPOINTMENT

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