

CASCATA



Emma King

CASCATA

Emma King is the founder of CASCATA Hair, a premium Irish hair extension brand focused on helping women achieve fuller, natural-looking hair with ease. An award-winning hairstylist with almost two decades of experience in the bridal and beauty industry, Emma built her reputation through her styling business, Emma K Creative Styling. Working closely with clients over many years, she saw first-hand the demand for high-quality extensions that were easy to use and delivered a natural finish.

Recognising this gap in the market, Emma launched CASCATA to create luxury clip-in hair extensions made from 100% ethically sourced human hair. Designed to blend seamlessly with natural hair, the extensions allow women to add length and volume instantly without the commitment of permanent extensions. The name “CASCATA” meaning waterfall in Italian, reflects the brand’s focus on soft movement and flowing, natural hair.

Since launching, Emma has focused on building a premium brand with a strong emphasis on quality, colour matching and customer experience. CASCATA has grown steadily through its online presence and loyal customer base. In November 2025, Emma expanded the product range with the launch of CASCATA Detox + Restore Scalp Shampoo, developed to support scalp health and strengthen hair from the root.

Looking ahead, Emma plans to continue expanding CASCATA’s product range while growing the brand internationally through online channels and strategic partnerships. Through the Starting Strong programme, she is focused on strengthening the company’s growth strategy and scaling CASCATA as a recognised Irish beauty brand.

www.cascatahair.ie