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Join Revlock for an after-work wig party this Friday at 5 p.m. at The Pope (1501 E. Passyunk Ave.). Photo: JEFFREY STOCKBRIDGE

Wigging out: Casual Friday gets a new look

Share your hair: Revlock encourages participants to share their wig stories and photos at www.manodamno.com.

Gabrielle Revlock isn't quite sure how Wear Your Wig to Work Day got started. "I guess somebody must have said, 'Wouldn't it be fun if lots of people wore wigs on the same day?'" says the modern dancer and choreographer, with a shrug.

In 2002, the first Wig Day kicked off, and more than a few officemates were startled by faux locks in the next cubicle. "I think I was a little disappointed that more people didn't do it," she says. "But I realized it's more valuable to me to have people know about it and contemplate the idea."

Eight years later, Revlock is keeping the annual holiday going.

"I like that it takes me out of my element, and I'm a little more aware of my interactions with people," she says. "It gives me a reason to approach strangers and have them approach me."