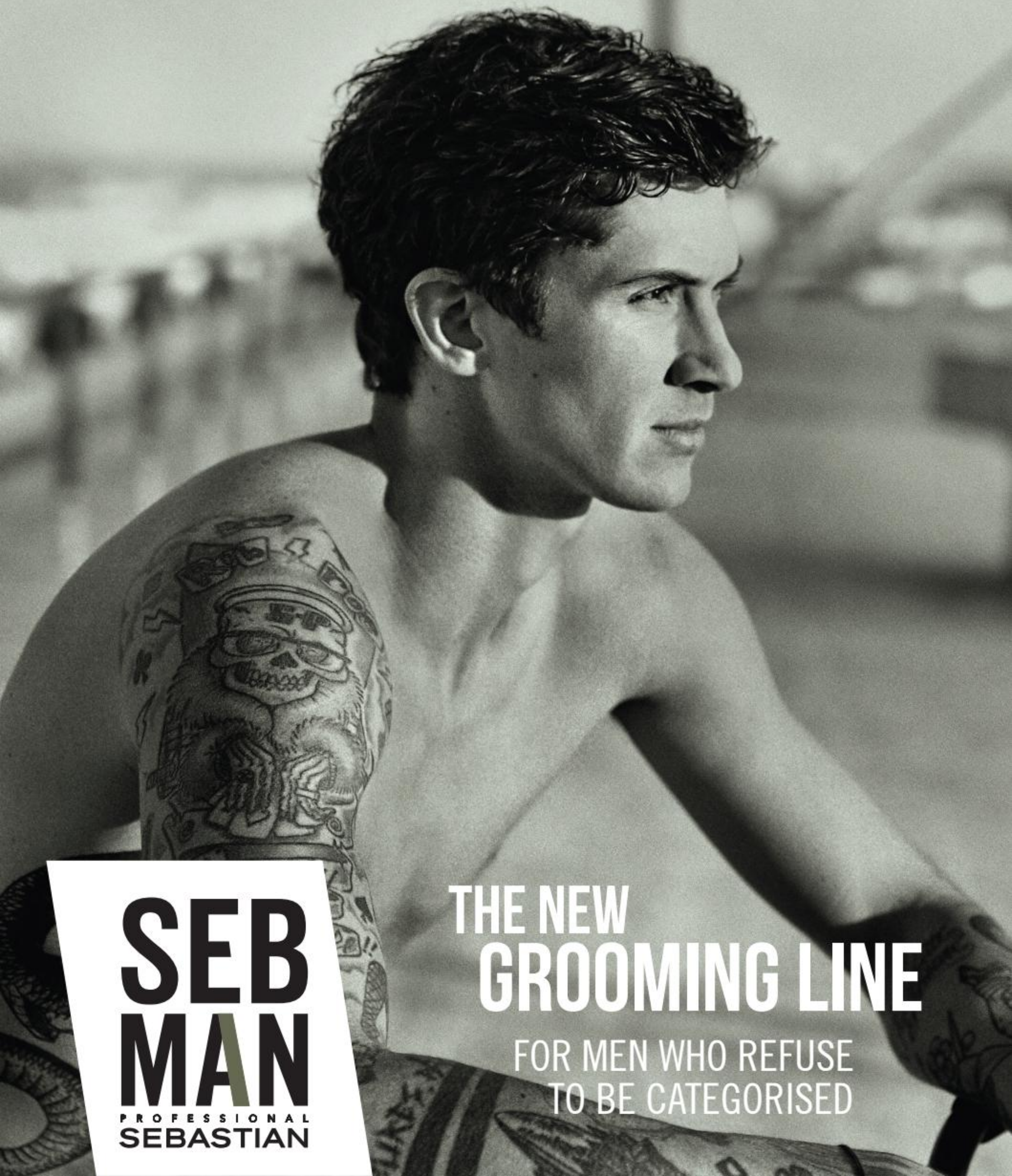


# BARBERSHOP

YEAR 8 ISSUE 2



**SEB  
MAN**  
PROFESSIONAL  
SEBASTIAN

THE NEW  
GROOMING LINE

FOR MEN WHO REFUSE  
TO BE CATEGORISED

# SEB MAN

PROFESSIONAL  
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# THE UNDEFINABLE





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FOR THE UNDEFINABLE MAN**

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## Wahl Academy Australia Education Program at Hair Expo 2019

### Main Stage

**Saturday 8th June 1.00 - 1.20**

More than tapers and fades... What else can you do with your clippers?

From skin fades to sleek lengths, fringe work to face framing, there's so much more that you can do with your clippers and we're here to show you how! Main stage is the place to be on Saturday at 1.00pm as we take you through new techniques to satisfy all your clients demands. Short or long, male or female. You don't want to miss this session.

### Barberland

**Monday 10th June 10am - 11am**

Old School Cuts to New School Lengths  
W.E.A.T. is back to share their knowledge and get you cosy with your clippers!

Whilst we will always provide education on tapering and fading, we know that not everyone wants a fade. WAHL Australia is proud to announce the formal release of The Disruption Collection. Showing you how to do more with your clippers that you ever dreamed possible. Our session will cover current and future trends and tips on how to create these looks effectively and efficiently. Saving you time, making you money and keeping you on point.



## Men's Stage

**Saturday 8th June 3.00 - 3.20**

Controlled Chaos - New techniques with the unique WAHL All-in-One Blade

Can you really create texture with a clipper?

Is it possible to use your clipper like you do your scissors?

The answer is yes!!

With 360 degree freedom of movement and multiple cutting effects, Jake Putan will teach you how to create staggered layers, texture, movement and soft finishes, all with one clipper and not a pair of scissors in sight!

**Sunday 9th June 10.30 - 10.50**

Quiet Riot - Techniques on cutting short to long, using the unique WAHL All-in-One Blade

No, it's not a typo! Cutting short to long, creating soft 'grown in' looks and reducing your cutting time is possible with a clipper - and Jade Bates is here to show you how. Watch as she takes you through techniques on helping those clients who want to 'grow out their fade', whilst still giving them texture and movement.

**Sunday 9th June 2.00 - 2.20**

Taper Tantrum - Different techniques to create a classic

The classic taper is one of the first things you learn as a barber, but there are more ways to create this look than you may know. Watch as Ben Kane demonstrates different techniques to achieve this look, while giving tips on how to avoid cutting lines and creating a soft hair line.

**Monday 10th June 2.30 - 2.50**

Precise Barbering - Precision lines and building shape

Precision cutting is a staple in today's market. Creating the perfect fade isn't just about knowing how to blend. Lance Liufau will show you how to avoid and remove demarcation lines, how to build a square shape using your fade blade and talk you through precision lines and where to place them.

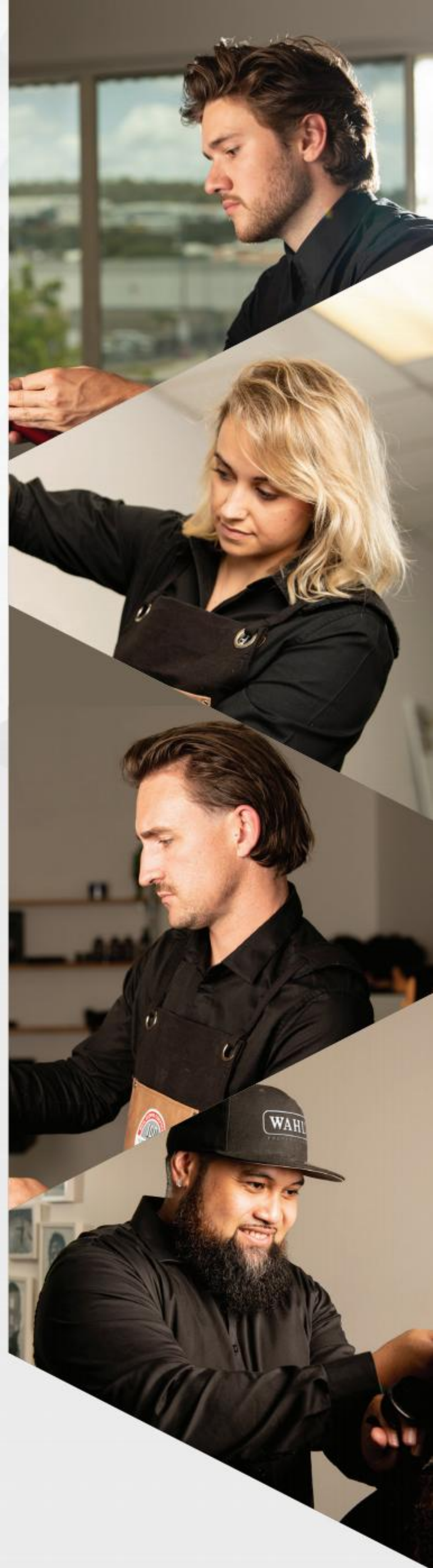
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# CONTENTS

## ON THE COVER

10 The New Grooming Line - SEBMAN

## REGULARS

08 Editors Letter  
58 Snippets

## FEATURE

12 100 Years of Wahl  
26 Getting the Call Out By Lance Liufau  
48 Fighting Gender Stereotypes By Lance Liufau

## AHIA 2019

14 Best Barber of the Year – Jaimy Mikhael  
16 Best Barber Business of the Year – Barber Boys/The Barbery

## HAIRBIZ FORUM 2019

18 Wrap Up

## NZ FOCUS

20 Barber Hui By Lance Liufau  
22 Jerome Leatuavao  
24 Josh Sarmiento

## PROFILE

28 Wally Abbas

## PRODUCT PROFILE

30 mr muk  
32 What I've Learnt After Visiting Over 100 Barbers By Dr Ben De Campo  
34 Chosen Choice of Products – American Barber

## HAIR EXPO MEN'S HAIRDRESSER OF THE YEAR FINALISTS

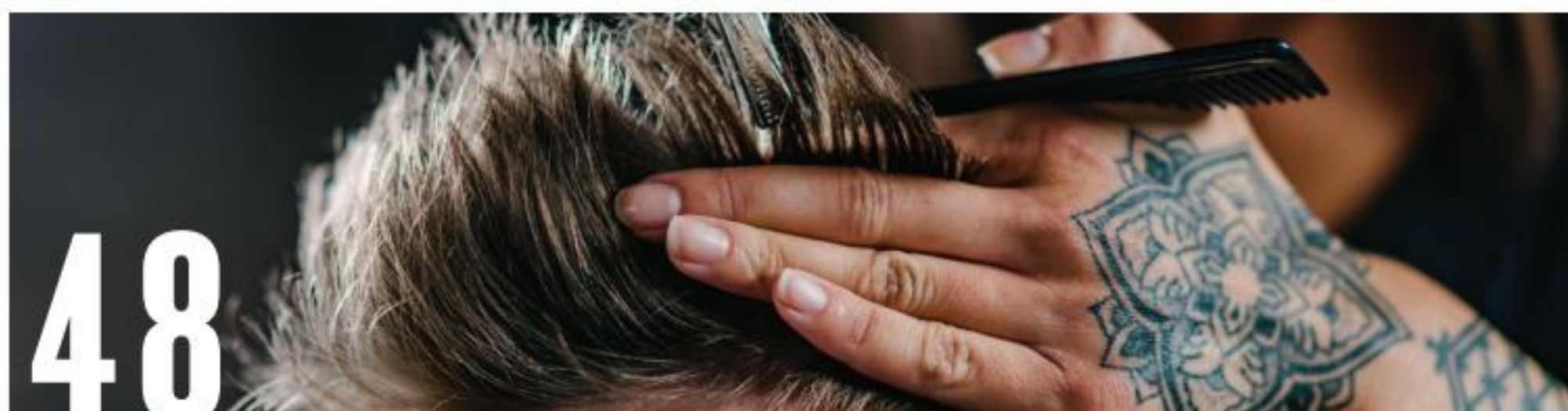
36 Christopher Byrne  
37 Tom White  
38 Harriett Tan  
39 Yuki Kano  
40 Hussein Naser  
41 Fred Lemarche  
42 Anthony Staltari  
43 Tori Gill

## EVENTS

44 Hair Expo 2019  
46 2019 American Crew All-Star Challenge

## BUSINESS

50 From Client to Friend By Lance Liufau  
54 The Importance of Sanitation  
56 Portrait of a Barbershop



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# BARBER SHOP

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# EDITOR'S LETTER



It is critical that with every issue we continue to recognise great work that is consistently being pushed out of barbershops into the streets and being worn with pride and their heads held high. We must also recognise the work ethic of those that are willing to go out and chase their dreams, and have the eagerness to dive in and give it a go.

I also want to personally share my appreciation for those that are working within their communities, to help bring a positive change to the people.

We all want to shed light on our clients that sit in our chairs on a regular basis, and show them how important they are to us as barbers and as an industry, because without them we would struggle to put food on our tables and pay our bills.

I recently travelled to New Zealand to attend a very special event – BARBER HUI 2109. Held at Port Levy in Christchurch it was a heart-felt weekend with an aim to create violent free and safer communities from the barber chair. Inside this edition is a review of this special weekend and we thought we would also take this opportunity to showcase a couple of NZ barbers in our special NZ focus section.

The unity within our industry is great and there are certainly more events that could be organised either like this or to platform talent, or educate that would take that unity to a whole new level.

Always remember how valuable we are as people, as barbers and as craftsmen.

We also have a lot of information on new products in this edition, not to mention the finalist collections from the Men's hairdresser/barber category of the 2019 Hair Expo Awards. The winner will be announced along with all of the other winners from all categories including the Australian and New Zealand hairdresser of the Year at the gala dinner on June 9th, 2019.

Enjoy this edition of Barbershop Magazine and please feel free to contact me with ideas or contributions for our next edition.

*Lance Liufau*

Lance Liufau  
Editor – Barbershop Magazine

Instagram: @lance\_topshelfbarber

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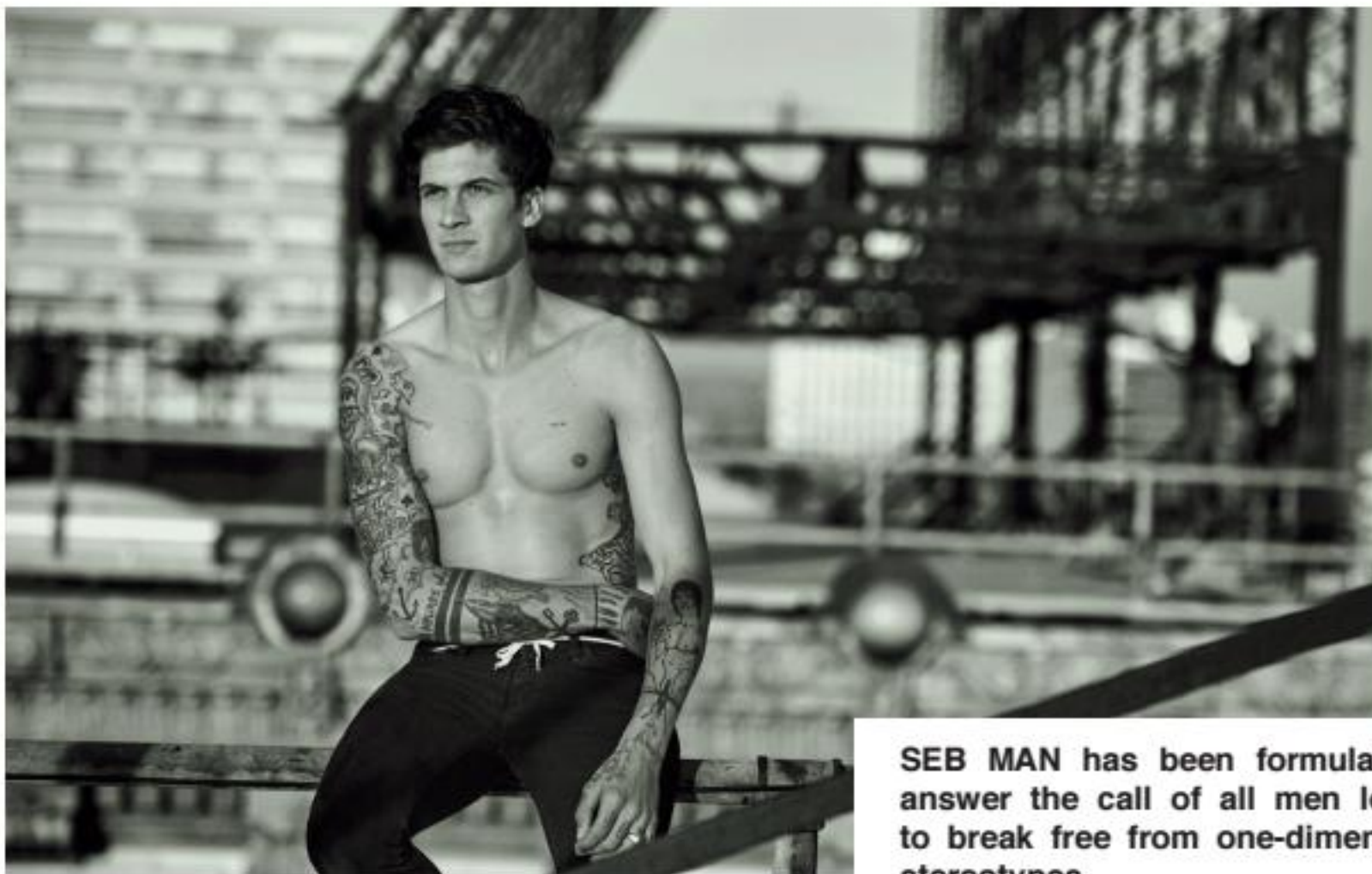
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# THE NEW GROOMING LINE

FOR MEN WHO REFUSE TO BE CATEGORISED

COVER STORY

Coty Inc, the professional beauty company, with products found in salons around the world, is stepping up its game in men's grooming with the launch of SEB MAN. The new men's brand focuses on the busy Millennial and Gen Z men of today and is one of the first men's grooming lines to recognise the shift in what it means to be a man in today's world. SEB MAN has been formulated to answer the call of all men looking to break free from one-dimensional stereotypes.



**AIDEN XYDIS**  
SEB MAN Global Creative Artist

**SEB MAN has been formulated to answer the call of all men looking to break free from one-dimensional stereotypes.**

What sets SEB MAN apart from its hair care contemporaries is its distinct awareness of the fact that today's young men don't want to be defined by one descriptor alone. Urban, trendy, and on-the-go, the Millennial man is part of the 'slasher generation', those juggling multiple careers and passions. He demands convenience, simplicity, and quality, in order to more readily fit in to his otherwise highly charged life. In answering this call, SEB MAN offers a line of hassle-free haircare, styling, and grooming products made for the man of today, who refuses to be categorised.

Acting as the perfect daily power-shot for effortlessly cool men on-the-go, SEB MAN presents an exclusive line up of haircare, styling and grooming products, in an impressive line-up infused with a natural source of power, energy, and stamina, the guarana plant, with its multi-faceted fragrance finding its originality in the audacious use of peppercorn, balanced with the freshness of bergamot and the warmth of amber.

The result is a woody fragrance, with stand-out masculine notes instantly

noticeable to the modern man.

At the heart of the campaign are three individuals that embody the very essence of what it means to be a SEB MAN.

Boss, biker, and producer, British born model Billy Huxley doesn't hesitate to showcase his personality to his 360k fans on Instagram. His tattooed body, East London charm and striking beard make his personality atypical and multi-faceted.

Then there's Matthias Dandois who hails from Paris and is a world champion BMX rider. He is a thrill seeker, filmmaker, and actor.

To complete the trio, fashion blogger and menswear stylist from NYC, Denny Balmaceda, can be described as a dandy, vintage collector, and writer. What is undeniable is that these men cannot easily be described in just one word. They are free to live by their own code and are free to embrace the amazing possibilities that make them un/definable.

No stranger to creative change, SEB MAN's New Global Creative Artist, Aiden Xydis, leads the charge in celebrating the rich multiplicity and individuality of men and their hair. The 22-year-old Australian stylist and self-described

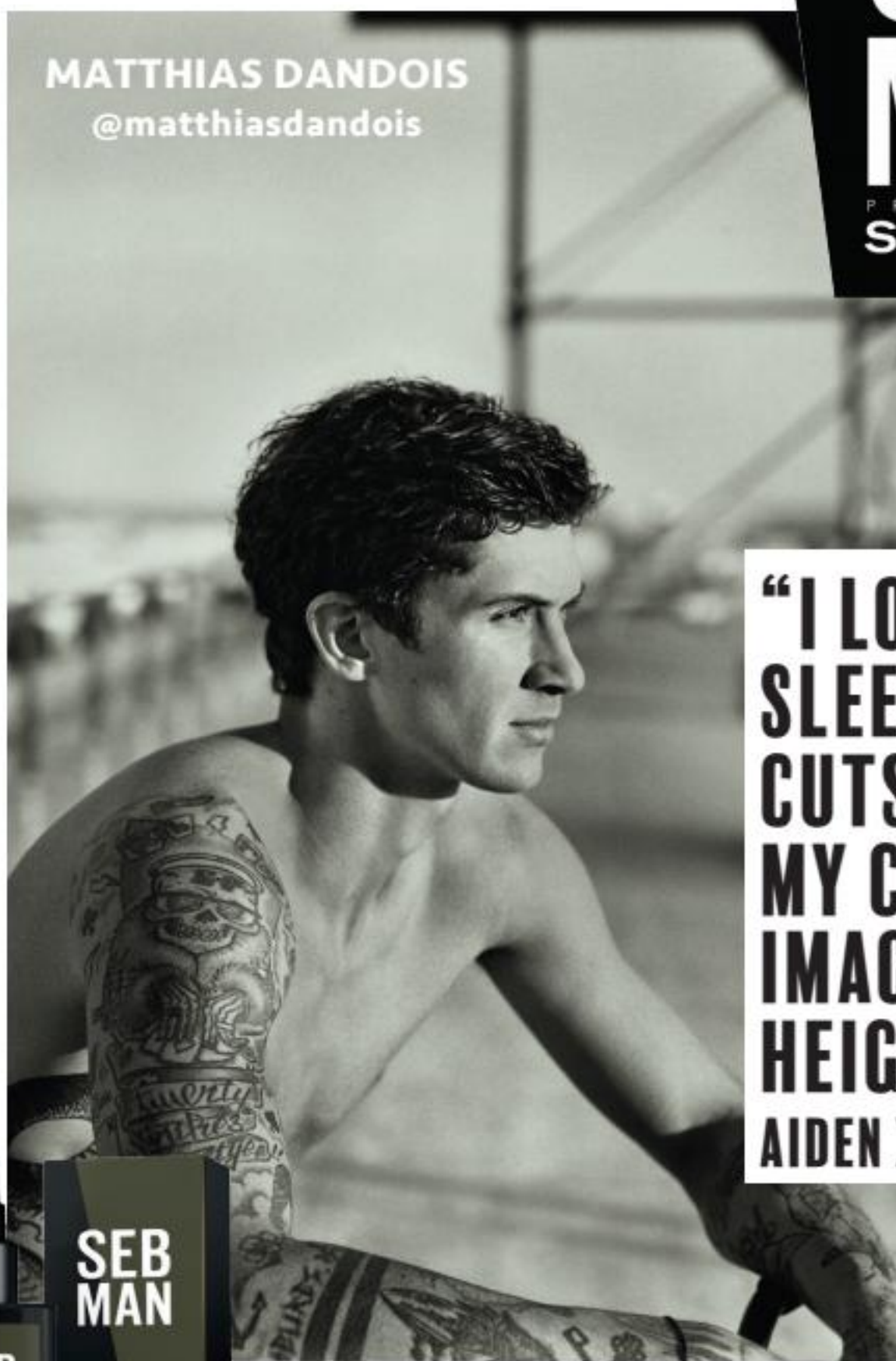


# SEB MAN

PROFESSIONAL SEBASTIAN



DENNY BALMACEDA  
@denny623



MATTHIAS DANDOIS  
@matthiasdandois

**“I LOVE DOING SLEEK, SHARP CUTS & LIFTING MY CLIENT’S IMAGE TO NEW HEIGHTS.”**  
AIDEN XYDIS



digital addict has recently been making waves on the editorial circuit with his looks that represent the perfect mix of classic refinement and cutting-edge charm. His young and fresh vision sets the scene for a new era of haircare, styling and grooming for men.

Aiden’s depth of education has left no stone unturned, with an impressive array of external cutting and education courses, including Vidal Sassoon Academy (London), BIBA Education (Melbourne), an in-depth education through the Valonz Education program and one to one mentoring from Sebastian Professional Global Artistic Director, Shay Dempsey, Aiden has fine-tuned his craft as a bespoke men’s Barber.

“I’m influenced by the Barbers in Rotterdam and Amsterdam; they have the perfect mix of classic refinement and cutting-edge charm. I love doing sleek, sharp cuts and lifting my client’s image to new heights. There’s something about relaxed, graduated styles that are effortlessly cool too. It’s about getting to know your client, giving them an exclusive experience

and giving them the kind of cut they always dreamt of,” says Aiden.

Aiden Xydis has established himself as the go-to grooming expert for an impressive list of top celebrity and high profile local and international clientele. As the resident Principal Barber and Men’s Hair Specialist in The Men’s Grooming Room of Valonz, Paddington - Aiden has nurtured the relationships of his loyal clientele with pride and professionalism and brings his own touches to the Barber chair.

SEB MAN answers the call from men who refuse to be defined by narrow and limiting definitions of themselves and encourages men to not only go beyond mere stereotypes but to also embrace this exciting new wave of masculinity. The hassle-free products on offer inspire men to discover who they are but more importantly, who they could still become.

**For more information contact**  
**[www.sebastianprofessional.com](http://www.sebastianprofessional.com)**  
**@sebmanofficial**  
**#SEBMAN #UNDEFINABLE**



BILLY HUXLEY  
@billyhuxley

# 100 YEARS OF INNOVATION THE WAHL CLIPPER STORY

“Since its inception, Wahl has been committed to incorporating feedback from its customers, and to continually improving upon its products,” said Steven Yde, Division Vice President for Wahl. “As we celebrate our centennial, we look back on past innovations and look forward to future possibilities. Our products are designed for quality and performance, attributes that make our customers a customer for life.”



Who says old age is the time to slow down? According to Wahl Clipper Corporation, the 100-year-old company is just getting started. A leader in the professional grooming category, many factors have contributed to Wahl's exponential growth, especially in the last decade. This progression, however, all stems from a family who has been steadfast in their dedication to its products, employees and customers for the past century.

## A HISTORY OF FIRSTS

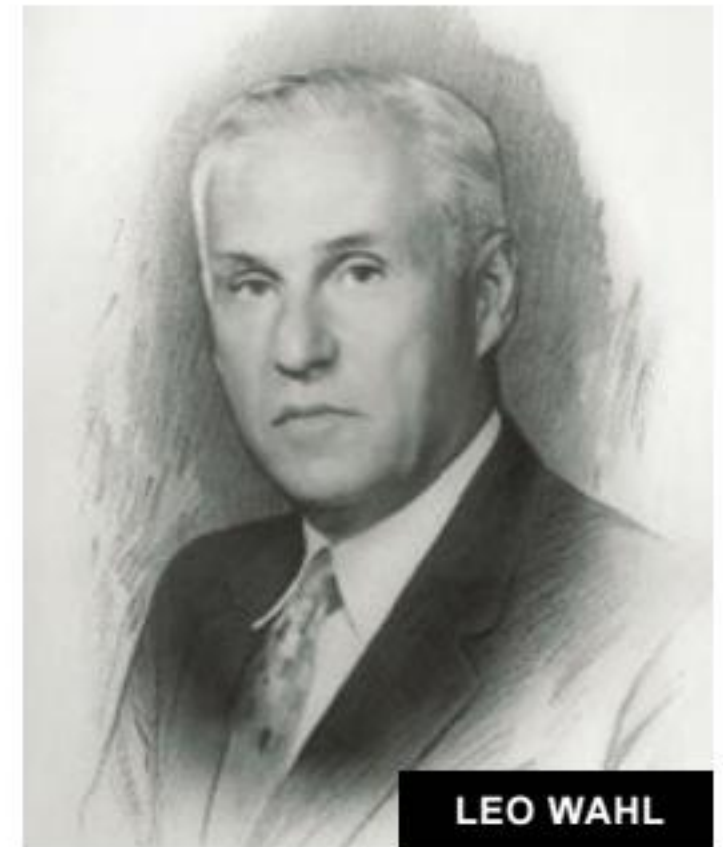
For 100 years, Wahl has been at the forefront of firsts. As hair continues to grow, so does the brand and the product line.

It all started in 1919 with Leo Wahl and his invention of the first electromagnetic hair clipper – the Model 66. Created for the professional barber market, the clipper outperformed and outsold competitors, and its motor would be the foundation for hundreds of grooming tools around the world.

As hairstyles continued to change, barbers and Wahl Clippers did too. Leo J. Wahl worked closely with barbers and was quick to apply their feedback to his evolving product line. In 1935, came the Silent Giant, the clipper was big, but it was also very quiet which made conversation easier while never sacrificing the quality of another good haircut.

In 1940, plastic moulding presses were added to Wahl Clipper Corporation's tool belt. This paved (shaved) the way for the Taper Giant in 1941. The Taper Giant started with a metal casing. By 1946, using plastic injection moulding instead, the Taper Giant became even lighter and easier to manoeuvre. The plastic moulding presses also allowed for plastic guide combs to be moulded and manufactured in-house meaning lessened expense with added simplicity.

In the 1960s, the first Wahl Clipper declared freedom from the outlet. Wahl



LEO WAHL

Clipper Corporation introduced the first-of-its-kind rechargeable clipper. But as Wahl strayed further from the outlet, men fled the barbershops and let their hair down. Yes, the late '60s and early '70s sported long hair and long beards as the hippie movement gained momentum, but as trends always do, it didn't take long for short hair to come back into fashion.

Big things came in small packages in 1992 with the debut of The Peanut. The concept was to create a small, lightweight trimmer - the final product was less than 114 grams, and the Peanut turned out to be one of the most popular products Wahl ever created.

Great haircuts were happening across the globe, but Wahl didn't stop there. In 2002, Wahl developed a special product for NASA astronauts. Thanks to a lack of

## Wahl Launches Hair Clipper for NASA to Be Used on Space Flights

STERLING, Ill.—Wahl Clipper Corp. has a unique new use for one of its clipper technologies—space travel.

The company was recently approached by the National Aeronautics and Space Administration to help solve the vexing problem of cutting hair during space flights. The result is the Aero Clipper, which has been launched for exclusive use by astronauts for all of their haircutting needs during their missions in space.

As the length of these flights has increased, it has become necessary for astronauts to trim their hair during the trip. The fact that the insides of these vessels are in zero gravity poses a problem. The excess hair from these trims would float through the cabin and end up in various nooks and crevices, where it might contaminate the astronauts' living quarters and even corrupt the equipment inside the vessel. Haircuts in space would thus involve the help of at least two astro-

nauts—one to do the clipping and the other to vacuum the excess hair before it floated into some inconvenient location.

When NASA approached Wahl Clipper, the company found the solution in a vacuum technology it was using on its Trim N' Vac mustache and beard trimmer. Wahl Clipper used this technology to create the Aero Clipper, a patented product with a customized hair clipper and attached vacuum. Using the Aero Clipper requires just one astronaut to do the cutting and vacuum the clippings on the spot.

The Aero Clipper complies with all NASA space requirements, which includes functionality in temperatures ranging from minus 58 degrees to 12 degrees. The product is now included on all NASA space shuttles and is available to visiting crew members on the International Space Station. — David Gill



The Wahl Aero Clipper, shown in use here on a recent space mission, was developed for NASA using existing vacuum technology.

gravity, a haircut required two people: one to trim the hair and one to catch the clumps of hair before they floated away and clogged the ship's equipment. The Aero Clipper was designed to handle temperatures ranging from -58 to -122 while sucking up hairs as they were clipped. Wahl's Aero Clipper has been certified for flight and used by NASA astronauts since 2004.

From the mid-2000s, a new barber movement started to take shape, and the 5 Star Series was launched. The range was designed for the busy barber and provided the precision and power required by this multi-cultural industry. Today, the 5 Star Line has a mixed of corded and cordless clippers and trimmers, each designed for a different outcome.

One of the most significant innovations came in 2009 when Wahl introduced the first grooming tool to harness the power of lithium ion. Recently, the Wahl Lithium Ion Trimmer has been named one of the Top 25 Innovations in the Last 25 years by Home World Business. In 2012 Wahl expanded its lithium-ion technology into the hair clipper category.

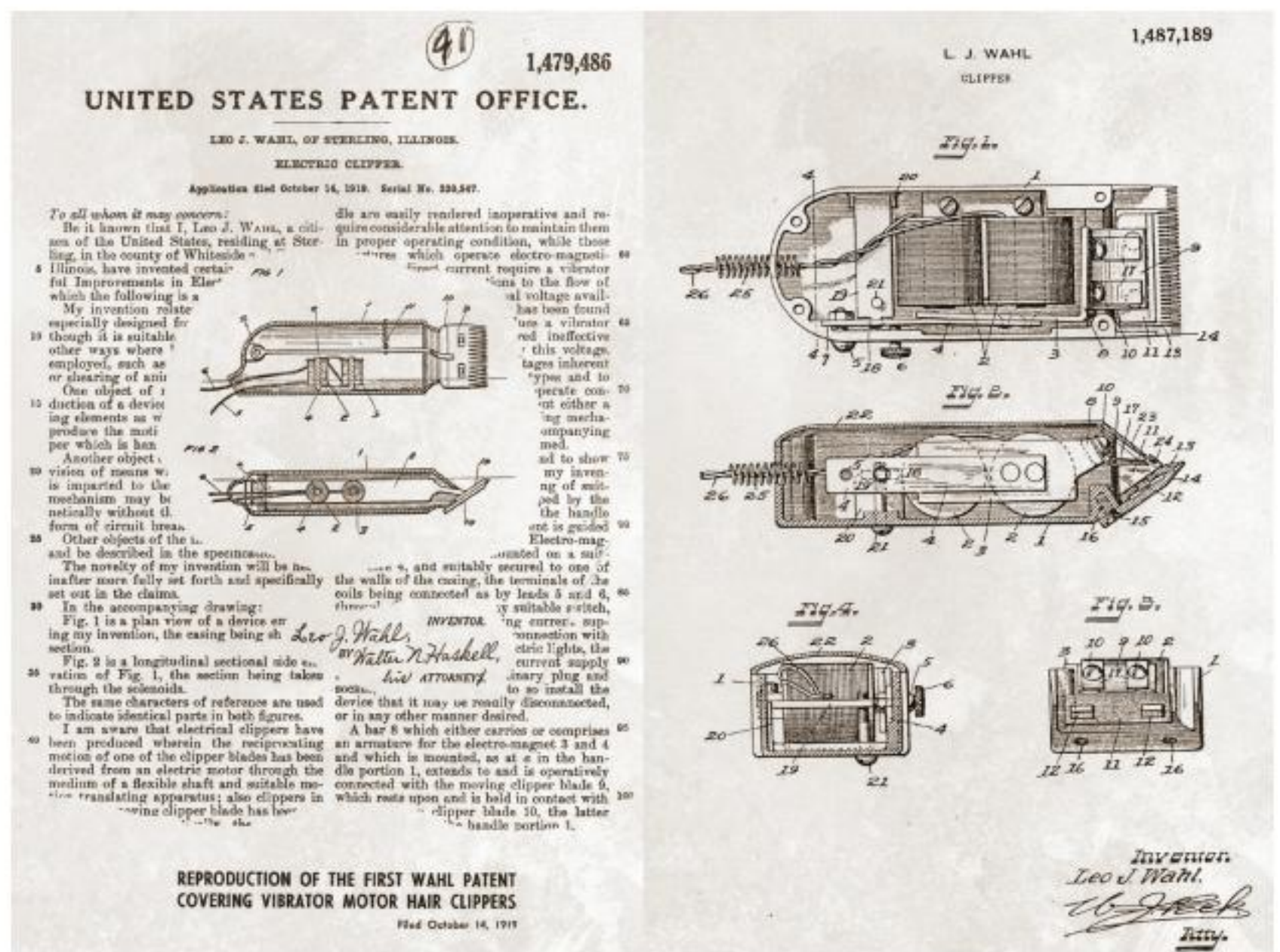
To commemorate the centennial anniversary of the company, Wahl Professional is releasing the 100 Year Clipper.



**THE SILENT GIANT WAS LAUNCHED IN 1935 AND, DESPITE ITS SIZE, IT WAS VERY QUIET.**

With a nod of thanks to its loyal customers, the 100 Year Clipper is the company's pledge to honour the past, look toward the future and never stop innovating.

A celebration of precision-made high-quality tools, in its design it evokes the classic style of the first Wahl clippers coupled with the reliable cutting performance barbers and stylists expect. "The Limited Edition 100 Year Clipper is the ultimate collector's item! Combining a vintage style with modern cordless Lithium-



**REPRODUCTION OF FIRST WAHL CLIPPER PATENT**

ion clipper technology, it embodies Wahl from 1919 to present day", said Claudia Lordao, Marketing Manager.

After 100 years of innovation and with over 2500 employees worldwide, Wahl continues to adapt and improve products in alignment

with advances in technology and consumer needs. Still family-owned and operated, Wahl products may evolve, but the company's commitment to integrity, value and efficiency will always remain constant.

[www.wahl.com.au](http://www.wahl.com.au)



# AHIA BEST BARBER OF THE YEAR JAIMY MIKHAEL

After 11 years working as a hairdresser, JAIMY MIKHAEL saw an opportunity to open his own Barber shop in 2011, well before the industry Barber boom. "My aim was to create a community where men could come together and the Styles by Jaimy (SBJ) brand would extend beyond the Barber's Chair and into the lives and community of my clients," says Jaimy.



"I AM BEYOND GRATEFUL TO HAVE WON THE AHIA BEST BARBER OF THE YEAR. THIS AWARD ENCOURAGES ME TO BE MORE AMBITIOUS AND SUCCESSFUL IN THE FUTURE, ENDEAVOURING TO MAINTAIN A HIGH LEVEL OF QUALITY THROUGH OUR NEVER-ENDING PASSION FOR MEN'S BARBERING."



Collecting the AHIA on behalf of Jaimy Mikhael - Styles by Jaimy, is Sandii Blackie (r) with Claudoia Lordao, Wahl Australia



**Jaimy's two main roles consist of Shop Manager and Head Barber but outside of that he also drives the Marketing and Brand Awareness, implements the training and development for the team and encourages engagement to support the community with Charity work.**

"As the Shop Manager, my day to day duties revolve mostly around the administration and logistics that are the fundamentals to ensure we can open our doors and as Head Barber I spend at least 60% of my week on the floor servicing my own clientele," says Jaimy.

At least 75% of those clients have been with him since the beginning proving an unmistakable loyalty, as some travel a considerable distance to see him on a regular basis.

Jaimy also sees training and development of himself and his Barbers integral to his own and his shop's success and investing in upskilling them is key, tailoring his own coaching style, time and frequency depending on the Barbers skillset and confidence or demand.

Not only is he kept busy, building the Styles by Jaimy brand, he has also played a key role in creating his very own SBJ branded Water, lifestyle clothing line and most proudly his SBJ Styling products which he has been involved in every step of way with creation and personally use.

On a regular basis you will find Jaimy donating some of his time with an ongoing partnership with Coptic Orthodox Community Outreach Services to carry out Haircuts to the Homeless as well as his ad-hoc involvement with St John the Beloved Church in assisting in fundraising and Youth programs including personal mentoring of Young teens who may be interested in Barbering as a career.

In the past 18 months this barber extraordinaire has spent time with 7 colleagues who have since opened Barbershops or have wanted to include Barbering into their current Hair salons throughout NSW & VIC mentoring and coaching them on their business model, pricing and customer service as well as training their team on conducting hair/beard styling and other grooming services.

In August 2018, Jaimy partnered with Knafeh Bakery to drive Brand Awareness. "We acted out a Barber show atop of their pop up shop in my local shopping centre and in addition to the choreography and logistics leading up to the event, I worked with 11 of the boys during the day to cut and style their hair to ensure our image was professional and our grooming standards were on point."

His skillset is on point, he has won numerous local business awards, assists on various hair shows, not to mention runs his successful and busy barber shop. It seems like there will be lots more to come from this driven and talented businessman and Barber!

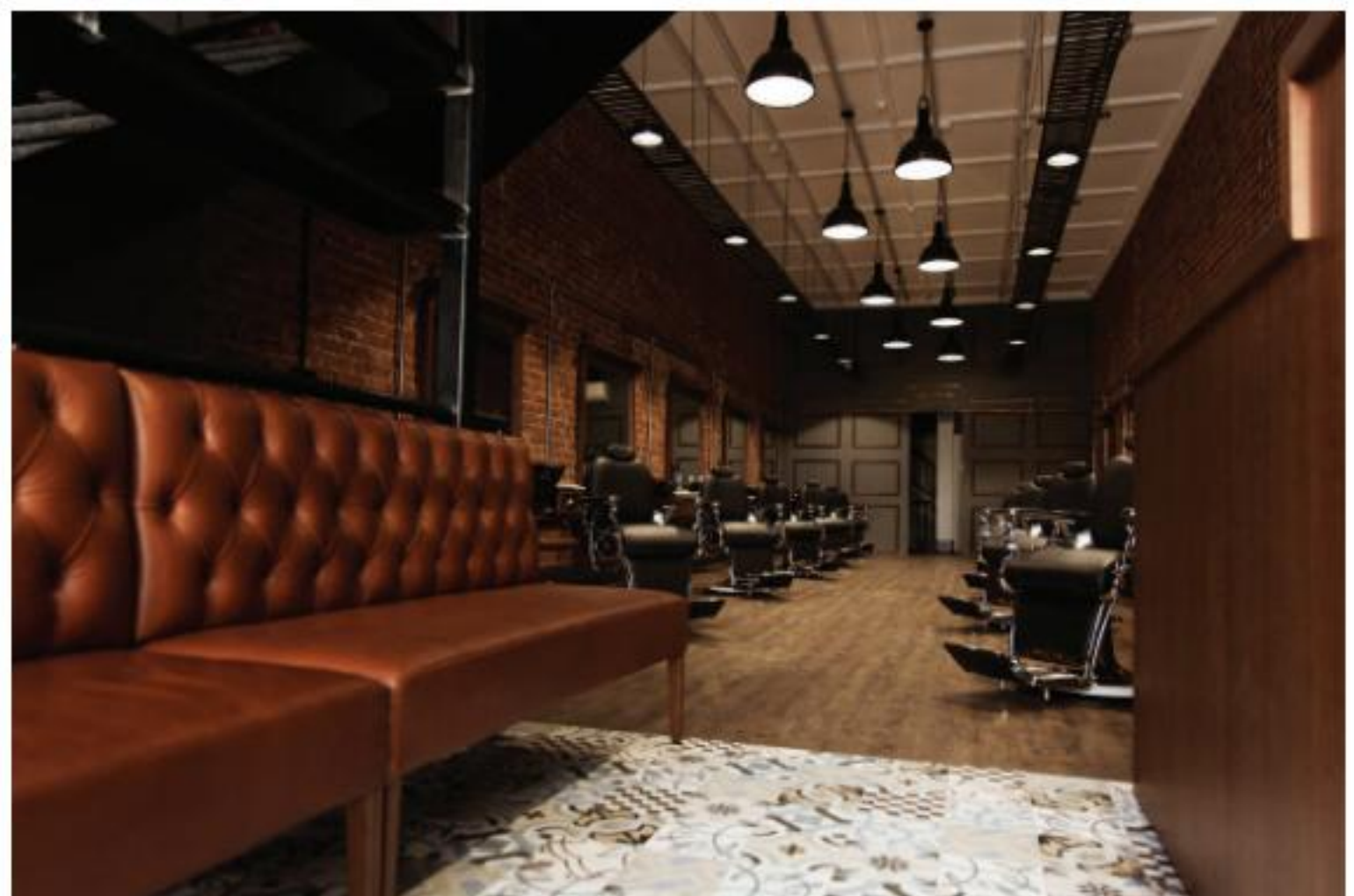


# AHIA BEST BARBER BUSINESS OF THE YEAR

# BARBER BOYS THE BARBERY



A shining star of Adelaide's leading family owned and operated barber company, Barber Boys Barbery salon, has styled itself as a benchmark of traditional barbering, state-of-the-art facilities and genuine good old fashioned service within a highly competitive market. Launching in 2017, the salon has grown into a barbering sensation within the Adelaide CBD and boasts a large, multi-generational male-only clientele that has grown steadily since first opening its doors.





**Barber Boys Barbery salon is located in busy Hindley Street at street level underneath the group's Barbery education RTO, Australia's first dedicated barbering training facility. It is the 10th outlet within the thriving Barber Boys empire, originating as a single shop with one employee 14 years ago to now a team of 45 with 12 barbershops around Adelaide, with another three opening early 2019. It is the city's leading family run and owned barbering company, and one of the market leaders in Australia.**

Celebrating two years in operation in February 2019, Barber Boys Barbery salon occupies a floor area of 70m2 with 10 self contained work stations. The group is renowned for all the warmth and familiarity of the local family barber and offers the full spectrum of traditional barbering services at the highest standard combined with first-class client care. Every staff member undertakes consistent and rigorous training to ensure the quality of service provided is second to none.



Whilst upholding the solid reputation and family values of the Barber Boys brand, every barber at the Barbery salon is taught to carry their own unique personality and style on the shop floor, catering to the wide cross-section of customers that frequent the busy salon. Staff are of varied ages and backgrounds; they all bring their own spice and colour to the business and it is this variety that truly defines the Barber Boys Barbery voice. Each employee is embraced for their uniqueness and encouraged to add their own flair and cutting style when delivering the best in modern men's hairstyling. This unique approach to client service is an asset that sets the shop apart from its competitors and has proven to be highly appealing to salon's clientele.

Specialising in all facets of barbering including first haircuts, modern men's styles, cutthroat razor, beard trims, special occasion packages and discounted rates for students and pensioners, Barber Boys Barbery salon has truly developed a culture across generations. Fathers bring their young sons for their first haircut or visit with their own fathers to reminisce in the classic barbershop atmosphere of past generations. These same fathers will bring their best friends for a buck's wedding package, giving the groomsmen an opportunity to look their sharpest while enjoying some good old-fashioned male bonding time. Engaging with clients throughout all of these momentous occasions establishes great relationships with new customers and links the Barber Boys brand to clients' special memories.



Echoing a Brooklyn, New York barbershop vibe, the salon interior has a warm inviting ambience with exposed brickwork, recycled oak benches, flashes of raw iron and copper piping and an ostrich skin feature lounge.



Barbery is a hub for the mandatory weekly Barber Boys training sessions, where managers and senior staff are paired up with apprentices and younger members of the team to act as mentors and offer advice and support throughout the start of their career. Weekly training sessions also includes a warm dinner for the team members and their models, who are usually close friends and family, so in whole Barber Boys is one big family, with a culture to match.



Led by owner Don De Sanctis, six staff, including barbering young gun Anthony Stalteri, work a flexible six-day roster and each brings their own unique flavour and personality to the busy store, from the way they interact with their customers to their uniform. Barber Boys have an on trend 'classic-meets-hipster' look, with white shirts, black ties, formal shoes and a statement hat. Staff undertake mandatory weekly training at the groups shiny new standalone barbering academy, Barbery, where education spans from the sharpening of skills, learning new techniques, customer service and the Barber Boys

# HAIR BIZ Forum 2019

## WRAP UP

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Held recently on the Gold Coast in the Marquee of The Star, around 500 attendees joined the huge cast of this annual event in a full day of education, inspiration and entertainment. With nothing quite like this event on the Australian hairdressing calendar, guests were treated to some incredible sessions, a sumptuous buffet lunch, networking and mingling, not to mention the beautiful setting of the newly renovated Star with all it had to offer.

Our, by now, dear friends and official Hair Biz family members, Troy and Zara opened the day in their signature zany MC style, explaining that they'll be our spirit guides for the day, steering us through the jam-packed program ahead of us.

As each of us took the pledge to be 'brave and bold' in our approach to the day, bringing all the fun and enthusiasm we could muster, we agreed to be generous, find the magic wherever it occurs, and to open our hearts and minds to the possibilities in front of us. With over 30 speakers preparing to take the stage, we were in for an incredible experience.

### KRISTINA RUSSEL 'Paint & Know why'

Our Queen of Colour started the program by sharing her love of colour and how she views her artistry. Kristina is a Redhead Expert and the most requested redhead 'painter' at Edwards & Co in Sydney.

### MIA DEVRIES With Michelle Halliday – The Secret Fox

Crowd favourite, Mia De Vries, gave us a sneak peek behind the scenes of what goes on in the mind-blowingly popular Secret Fox Education website and Facebook group.

### GEOFFREY HERBERG 'Retrospective- a celebration of 30 years'

Taking inspiration from the past to create the future, Geoffrey showcased a stunning array of colour work, cutting and long hair styling to transform today's everyday client into the fashion muse of tomorrow.

### EDWARD BEALE Interviewed by Lee Cohen

The ever-charismatic Lee Cohen took us on a journey into the very colourful life and career of the legend, Edward Beale. Off we went on a trip down memory lane back to the 70's and 80's, when hairdressers were like rock stars and everything happened to excess.



## L'IL OFF THE TOP

We had a change of pace with the crazy kids at LOTT serving up their 'Meat T Potatoes' style of education.

In line with the 'Meat & Potatoes' theme as the name of their signature programs, we had Jules and Kristian dressed as a butcher & fruiterer, Sam James dressed as a Chef and Nathan Yip, representing his 'Peep Show' education classes minus any shirt at all (but complete with drawn-on rippling abs!)

Well, with so much happening on stage at one time, we didn't know where to look and the wisecracks were coming thick and fast. AHIA Educator of the year, Jules Tognini started off with his 'bowl cut' while Sam James demonstrated a freehand razor cut textured bob with lots of personality.

The L'il Off The Top movement is all about education, a lifestyle and a culture. 'We dig hair, we love to share, and we do everything with a big f#\*king smile on our dial!'

L'il Off The Top classes include 'Meat & Potatoes' for fundamental skills, 'Meat & Potatoes Dudes' for men's cutting skills, and 'Peep Show' for private in-salon 'h'education.

Check out more at [www.liloffthetop.com](http://www.liloffthetop.com)

## CARLOS LOPES, ITALY

Positive, inspiring and focus-driven, Carlos Lopes started as a Hairstylist back in the mid 90's in London and soon after, entered the corporate world working with major brands around the world in artistic, education and business development roles.

To Carlos, the answer to client retention is service- paying attention to the needs and wants of your client, giving them both an incredible experience and expert knowledge and advice. He encouraged us to look for opportunities to serve our clients well beyond typical haircare products as today's male clients are also concerned with hair loss, skin care, even under eye concealer for the tired traveling businessman. Anti-ageing products are on the rise in this market and the shaving product market is now worth over \$6b.

Make no mistake, men between the ages of 30-55 want to take care of themselves. Carlos described salons in Mexico City which featured individual rooms for male guests so that they can enjoy privacy and are not sitting next to colours and chemical services etc.

## MATRIX DESIGN TEAM

Well, the cool kids were back, bringing their endless energy and quirky sense of humour to create an education extravaganza!

Kobi Bokshish, Steve Corthine (aka Stevie English), and Matthew (MJ) Johnson were joined by the lovely Sam James to keep these boys in tow.

We were treated to freehand bobs, sharp, textured fringes, even a high pony creation held by bondage tape (who knew that was a thing??)

## ERIC BAILEY

Professional Speaker, Eric Baily moved the room with his heartfelt story of personal transformation and how he had completely redesigned his life from the struggles of South-Central Los Angeles and physical challenges to a professional basketball career and now a calling to inspire others from the stage.

## OSCAR OSCAR ART TEAM

### 'Our Daughters'

With an industry predominately made up of females, the Oscar Oscar Art Team took this opportunity to say 'Thank You' to the great women of their company and the industry at large.

## SIMONE LEE

Interviewed by Tony Awad

### "Healthy Hair Means Healthy Business"

In this segment, Simone and Tony set out to change the way stylists think about the practical and technical aspects of hair craft through an insight into the relationship between hair and scalp health and healthy practices in your salons. To be not only image-focused, but also health focused, with a commitment to do no harm.

## SHARON BLAIN

Whenever our "Lady of Long Hair", Sharon Blain takes the stage, you know you're in for a real treat and this was no exception.

Ethereal, artistic, calming & exquisitely beautiful, the collection demonstrated immense skill and sheer artistry.

## HOLY GRAIL PANEL WITH KYM KREY

Hair Biz Editor and The Salon Mentor, Kym Krey gathered a panel of people 'in the know' to give

attendees the inside word on what it takes to create a stand out submission. Experienced award judges Jenny Burns, Faye Murray and Leanne Cutler shared what they look for and how to present your information in the most powerful and eye-catching way and multi-award winners Kate and Oscar Henderson and Brodie Lee Tsiknaris shared their experiences on how long the process takes and what it's done for their business in terms of insight and PR.

## W.E.A.T

### WAHL EDUCATION AND ARTISTIC TEAM

Wahl educators, Jake Putan and Ben Kane from Wahl Academy Australia showcased for us 'The Disruption Collection', doing more with clippers than we ever dreamed possible!

Using clippers freehand and working in the direction of hair growth, the guys demonstrated how their techniques blend more softly and avoid the 'just cut' look. Even using a specific clipper as a texturiser rather than a cutting tool, the boys showed us how they complete all styles with clipper work- no scissors used at all!

The show concluded with a sassy gal's cut titled "Fierce Femme" because ladies are visiting barbershops more and more, looking for a different look and unique experience.

The Wahl Academy education program is designed to provide you, the professional stylist and barber, with training from the best barbers in the country, hand-picked and trained as qualified Wahl educators.

Keep an eye out for education sessions around Australia.

## ANDREW BARTON, UK

### Beehives, Bobs & Blowdries

Renowned as hairdressing royalty in the UK, Multi award winner, Andrew Barton has held the title of British Hairdresser of the Year and British Hair Icon.

Exploring the cultural significance of hairstyling over the last 50 years, Andrew shared his signature 'hair beauty' collection inspired by his inaugural art exhibition, 'Beehives, Bobs and Blowdries', recreating his iconic hair imagery to inspire us all.

**A new and exciting format to Hair Biz Forum is coming your way in 2020, so stay tuned and all will be revealed.**

[www.hairbizforum.com.au](http://www.hairbizforum.com.au)

# BARBER HUI BARBER GATHERING

BY LANCE LIUFAU

A Barbershop has always been known to be a sanctuary for men, a getaway or somewhere to go and speak about anything and everything and not be judged in any way. Some might even consider it a place of tranquillity if you will, and a barber might be considered a counsellor or an advisor in one way or another. All this is very true and I myself witness this on a daily basis, as men and women enter the doors and wait to take a seat in your chair and once that happens, all walls and barriers are down and out pours their wins, their losses, their ups, their downs, their feelings, their emotions and on some occasions their deepest and darkest secrets.





All this I want to speak about in this very article but on a much deeper level, I'm talking about the world's first Barber Hui, which was held in Christchurch, New Zealand on March 10th, held over a three-day period. This event was planned, organised and executed by my good friend Mataio Brown and his lovely wife Sarah Brown who are the owners of My Fathers Barber in Christchurch, along with the Ministry of Social Development.

The main objective for the Gathering of Barbers was to speak on and educate the group about Domestic Violence that is a nationwide epidemic with some pretty horrific statistics. One that stood out the entire weekend was 'Every five minutes a call is being made about Domestic Violence, and 76% of incidents aren't reported'. This is in New Zealand alone and here in Australia the numbers are pretty much the same if not worse.

That alone is horrifying enough to think about the fact that there are so many people suffering from Domestic Violence and sometimes could be from people that you would not expect it from.

Over the three days there were a range of speakers that touched on various topics that were related to this subject, one of whom was none other than the straight forward, straight to the point "Richie Hardcore". For me, Richie was one of the most memorable speakers of the Hui as his approach is one that does not beat around the bush and puts things in ways that makes it very difficult to forget. He spoke on subjects like the music we listen to and the everyday language we use and even pornography and how all these things normalise the attitude towards the opposite sex and how this effects the thoughts, which lead to actions.

The experiences and stories that were shared over the weekend was also a major highlight, they were not only touching and heart felt but they were also relatable to so many that were present. It is an amazing occurrence when a group gets together, many of them whom have never met each other before, share their stories and show vulnerability. A chain reaction transpires and all of a sudden guards are down and that is when true healing can begin.

A touch of Maori Culture, which is native to New Zealand, was also incorporated into the event and everyone participated in the learning of a Haka that was written by both Mataio and Sarah and then translated into Maori and transformed into a Haka by their very good friend Komene Kururangi. Komene. The Haka was taught to the entire group in a two to three hour window and then it was performed on a wharf surrounded by mountains and trees and ice-cold water flowing beneath it. The backdrop was nothing short of breath taking as most of New Zealand's scenery is known for across the world.

The weekend was filled with countless emotions, experiences, statistics, laughs, smiles, hugs, and stories but most of all it was filled with LOVE.

All this shared by barbers, from various barbershops and various cities. Words of encouragement and upliftment were spoken to one another and a safe place was created. As barbers, we are in the position to make a substantial difference in the lives of all those that sit in our chairs, in fact it is our duty to spread positivity and love to our fellow men and women to help create violence free communities.

This was the first of three Barber Hui's that are happening this year, I look forward to the next one which should be taking place in the near future, it would be a great initiative on our side of the ocean as well.

Lets put our best foot forward and do our part wherever we are in this world and begin today.



# PROFILE OF A BARBER **JEROME LEATUAVAO**



**I BELIEVE  
THAT IT IS  
NOT JUST  
ABOUT THE  
HAIRCUT  
BUT A PLACE  
WHERE  
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JUST RELAX  
AND BE  
THEMSELVES.**



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Here at Barbershop Mag we love to recognise barbers that have shown great work consistently and have also shown progression within their skillsets and as an individual. In this article we are happy to be able to showcase someone from our neighbouring country of New Zealand, Jerome Leatuavao.

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**It is such an awesome opportunity to touch base with barbers that are putting in the work down in the trenches of it all. Every barber has a story to tell, and it is Barbers like Jerome who are teachable and are willing to improve in every aspect of the industry. These are the ones that give us hope that the barbering industry are in good hands and will live on for generations to come. We were able to catch up with Jerome recently and have him share a little about himself and also his journey as a barber.**

### **HOW LONG HAVE YOU BEEN IN THE BARBER GAME AND WHAT INSPIRED OR MOTIVATED YOU TO WANT TO GET INTO IT?**

This will be my sixth year of barbering professionally. My biggest inspiration was my Dad. I first picked up the clippers when I was eleven years old. There were four males in our family that needed haircuts and at the time Dad couldn't afford to always take us to the barber. I told my Dad I wanted to learn how to cut hair to help the family out, so I watched him cut our hair and from there I learnt how to do basic cuts and learn how to use the equipment. When I turned fourteen, I figured I was good enough to start cutting some of the boys too, and charge them five bucks a cut. I continued to do home cuts for a few years and decided that barbering is what I wanted to do as a profession. I created a portfolio with the hope of one day getting a barber position in a shop. At the age of nineteen, the opportunity arose. I will never forget that day.

### **WHAT INSPIRES YOU AND WHY?**

To be honest the people that inspire me the most are not of the barber industry.

My inspirations are:-

My Parents - because they encouraged me to have a great work ethic by being good role models of hardworking people.  
My Clients - they challenge me to continue improving my skills, and their stories of success, having started in similar circumstances to me, makes me want to strive to be where they are at today.

My Partner - she has always supported me and been my biggest critique with positive feedback. Wouldn't be where I am today without her.

### **WHAT IS YOUR FAVOURITE PART OF CUTTING HAIR?**

Definitely trusting the process and knowing both the client and I are satisfied with the end result. Most clients know what type of cut they want when they sit in my chair, its my job not only as their barber but as an artist too, to visualise how to undertake their request taking into consideration their features, hair type and life style. Over the period of time I have built up repeat regular clientele, through 'word of mouth'. These clients have become loyal to me and it gives me great pleasure that they come back for my service.

### **WHAT ARE SOME OF THE MAJOR CHALLENGES YOU HAVE FACED AND HOW HAVE YOU OVERCOME THEM?**

Building up my clientele - I was on commission, new to the game and so I had to build up a reputation to earn an income. That meant I had to put in the hours and try and cut as many 'walk ins' as possible. Over time I slowly sustained a solid clientele.

Time Management - When I was practising as a trainee and building more clientele I had a certain time limit of 30

minutes to do haircuts. Which was a major challenge for me, as I still wanted to give the client a quality cut in that time. A huge expectation so the pressure was on, I did not want any client I gained to leave and not return. I managed to get faster by practise, practise, and more practise.

Maintaining the standard - Until I fulfilled the challenge of gaining my own solid clientele, I was often asked to take care of loyal clients when their barbers were unavailable. On odd occasions I had half the time to perfect a cut on these unknown clients, which created much pressure because of the high expectation I have of myself. Over the last few years, experience has improved my time immensely. Also gaining a full book of repeat, loyal clients and perfecting my ongoing barbering skills to maintain a high standard by self training i.e., searching online to keep up to date in the barber industry.

### **CAN YOU TELL US A LITTLE ABOUT YOUR TRAINING?**

Six years ago an opportunity came up in a barbershop looking for a trainee. I sent in a portfolio of home cuts I had done on some of the boys, I received a reply from the manager the night of, to come in for an interview the next day. I was then placed on trial for four months as a trainee to observe cuts in the environment, and then I went home and would put some of the cuts I learnt each day into practise. I took photos to show the manager and at the termination of the trial I was hired as a full time barber. An apprenticeship was never offered to me to become a qualified barber over those years but my intention is to become one.

### **WHERE DO YOU SEE YOURSELF IN THE NEXT 5 YEARS AND WHAT GOALS ARE YOU LOOKING TO ACHIEVE IN THAT TIME?**

I still see myself in the barber industry. Whether it be cutting, training the next generation of barbers and/or travelling the world to expand my knowledge.

I have only had one main goal, and that is to open my own barbershop. Not only to support my family but to also provide quality haircuts in an environment where people from all walks of life are welcome. I believe that it is not just about the haircut but a place where men can just relax and be themselves.

### **HOW HAS BARBERING AFFECTED YOU IN YOUR PERSONAL LIFE OUTSIDE OF THE SHOP?**

It has definitely helped my social skills. When I first started out I was very shy, introverted infant. Over the years, having regular clientele has helped me to relax and because I love my work and part of it is interacting with my clients, it became a lot easier. My confidence has grown immensely.

### **WHAT PART OF THE BARBERING INDUSTRY DO YOU FEEL NEEDS IMPROVEMENT AND DO YOU HAVE SUGGESTIONS AS TO HOW THAT CAN BE IMPROVED?**

At the moment, nothing. I am amazed at how much the barber industry has grown in New Zealand over the six years that I have been a barber.

**Instagram: @jeromeleatuavao**

# PROFILE OF A BARBER

# JOSH SARMIENTO



We wanted to get a bit of a perspective on the barbering industry from a younger barbers point of view, and while recently in Christchurch, New Zealand, we came across 19 Year old Josh Sarmiento.

**Josh is clearly passionate about education and is willing to improve himself in every way he can, both in and out of the barbering industry. Talking to barbers of all ages we find that there are a combination of similarities and also completely different points of view which is great to see and healthy for today's evolving industry**

**HOW LONG HAVE YOU BEEN IN THE BARBER GAME AND WHAT INSPIRED OR MOTIVATED YOU TO WANT TO GET INTO IT?**

I'm still fresh into the game, I'm only 4 years deep, I kind of just fell into barbering, a high school mate of mine needed a haircut since we had no money back then. I bit the bullet, messed him up, but really enjoyed it. When I was 14 I came across some one you may know as "The Streets Barber". That really inspired me to start my career in barbering I saw his vision and I really saw how much he cares about the community and I'd love to follow the same path.

**WHAT INSPIRES YOU?**

"The Streets Barber" is definitely my biggest inspiration inside and outside the shop. Meeting him was one of the most humbling things I ever experienced; the guy would give someone the clothes off his back. Instead of "The Streets

Barber" I met big brother Nas, big homie who was always keeping an eye out for me, and keeping me in line. The amount of positive energy Nas has is insane, it really inspired me to not only be a better barber but a better person.

**WHAT DO YOU ENJOY THE MOST ABOUT BARBERING?**

My favourite part has to be the connection you can make with clients. I've met so many people on this journey that have really impacted my life in multiple ways, and I'm proud to say it's impacted my life for the best. I've had clients turn to best mates and it's something I'm super grateful for it.

**WHAT HAVE BEEN YOUR MAJOR CHALLENGES AND HOW HAVE YOU OVERCOME THEM?**

Hardest challenge I've faced as a young barber was definitely trying to manage being mistreated and taken advantage of. I started barbering quite young so I've seen business owners look at me as a money making tool that they can take advantage of, not pay me correctly, cut my hours when they feel like, refuse to give me my benefits and so much more. Hardest part is that I was so young that I didn't even know. I was scared to speak up. I didn't know I was getting used, as unfortunate as it was I don't look back and feel bad for myself.



Instead, I'm thankful that it happened since I really learnt from it and it opened my eyes about the business world and it taught me how cold it can be. You never lose you only learn.

### **TELL US A LITTLE ABOUT YOUR TRAINING?**

Luckily for my apprenticeship I was constantly around really talented and well-respected barbers, I definitely tried to take advantage of this and really tried to soak up all the information I could get. I really enjoyed my apprenticeship, I made a lot of memories and I'm so grateful that I was in such a good working environment. Biggest lesson I learnt on my apprenticeship is how important shop chemistry and how the working culture is. Banter and barbering are my two favourite things. To this day I'm constantly trying to improve and learn from different barbers trying to always push myself out of my comfort zone as much as I can.

### **WHERE DO YOU SEE YOURSELF IN THE NEXT 5 YEARS AND WHAT GOALS ARE YOU LOOKING TO ACHIEVE IN THAT TIME?**

In the next 5 years I see myself travelling and constantly learning and adding as many tools to the arsenal as I can. Backpacking around the world, cutting hair is something I feel like we should all aim to do just because the amount of different influences it could have on your work. Not only for the work aspect, but I feel as if it would open up your mind and make some awesome memories with some great people you will meet along the way. Another vision I have for myself is building a brand that is so much bigger than just a barbershop. A Sanctuary where people can come and get groomed, be themselves, crack open a cold one and just unwind. I want to be looked at as the local barber, more so your homie that you can come see, have a great conversation and let us do our thing and get you looking clean. Education is another goal of mine, I'd love to teach simply because there's nothing better

than trading and sharing knowledge on the craft we love.

### **HOW HAS BARBERING AFFECTED YOU IN YOUR PERSONAL LIFE OUTSIDE OF THE SHOP?**

Barbering has given me this unique skill to be able to adapt to different types of people and engage thoroughly with them. I used to be quite anxious speaking to new people but I am bursting with nothing but confidence and I just love socialising with others. Since I came into the industry so young and raw it really matured me a lot to other people I know my age. I'm only 19 and I got the world in my hands and I can't wait to develop so much more. Self-growth is my number one priority and I will always strive and push to grow and grow as a person.

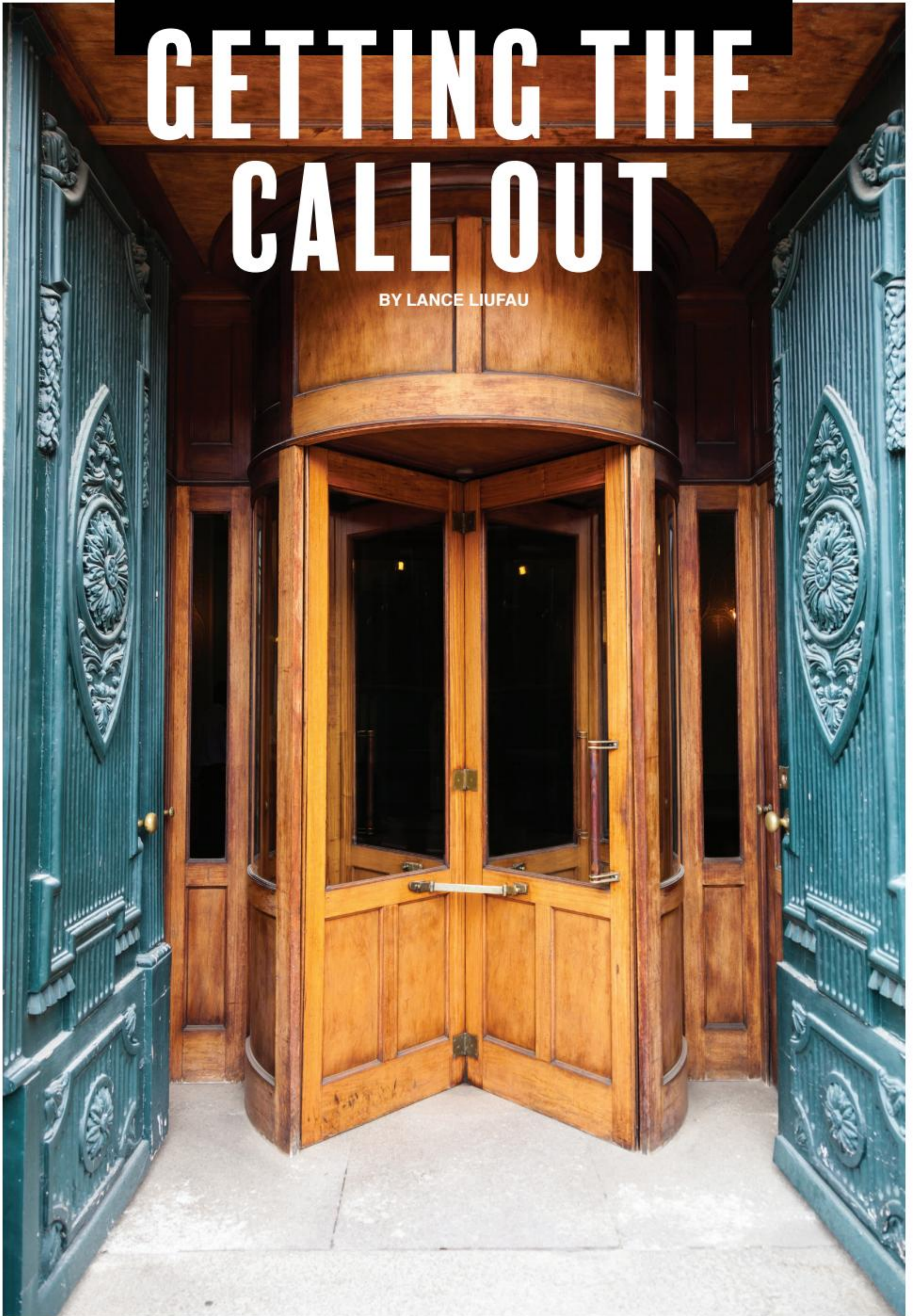
### **WHAT PART OF THE BARBERING INDUSTRY DO YOU FEEL NEEDS IMPROVEMENT AND DO YOU HAVE SUGGESTIONS AS TO HOW THAT CAN BE IMPROVED?**

Only thing I can say the barbering industry needs to improve on is remembering what this industry is about. So much ego within the industry and people got to remember it's not about being the man, but its about making the person in your chair feel like they are the man. People need to stop looking at each other as competition but more so as friends. People of the same trade, I'd love to organise a social event for barbers in my city so we can all get to know each other and really have a sense of community. I'd love for a convention for just barbering to showcase our talent, host competitions, launch tools and just purely get to know each other and have a laugh together. Currently I'm trying to get a podcast up and running about barbering. My goal is to use it as another platform to really get to know other barbers not only for their work but as a person.

**Instagram: @josharmiento**

# GETTING THE CALL OUT

BY LANCE LIUFAU





DIEGO



JULIUS



KDAWG



JORDON



VINCE



SOFIE

**I want to speak to you all about a subject that I know so many of you have discussed, have experienced or are maybe wanting to get into.**

I know that you are able to make some pretty good cash on the side if you are willing to charge what you believe you are worth, but I also know that you can sell yourself short by being to shy to ask for payment.

I am talking about House or Hotel Calls, particularly for celebrities, whether that be performing artists, athletes or even people that are just in a financial position to pay you to come out to their homes.

What I would like to touch on in this article is the part of this, that is the most uncomfortable to talk about or ask for and that is the compensation and payment for your services. At the end of the day, you are investing your time, your money to travel to them and your expertise not to mention you have made it more convenient for them.

Speaking from experience, I have performed services for clients in the comfort of their homes and hotels, for absolutely no charge. I take that back, I did it for a photograph that was then posted on my own social media which gained traction with those that follow me anyway, so in reality reached no one new so no new clientele was gained. As much as the experience was great, that photograph didn't do much for my family, also no compensation was brought home. I think the only thing it did gain was positive comments amongst my peers and good conversations about the

experience within the shop, which lasted about a week at the most.

I am not writing all of this to put doubt in your mind about doing these things, in fact I am trying to do the complete opposite, I want you to gain these unique experiences, I want you to get in the room with such great people that have succeeded in their field. What I want you to be aware of is what you will gain from offering your time and skill in order to make them look their best when they take to the field or walk out onto that stage. So here are a few suggestions that I have come up with that might help you benefit from your time with these individuals.

**1.** I want to you know what you are worth; if you believe that your work is worth charging for than I want you to do exactly that. But you have to be willing to take a loss, meaning that a person might not ask for you after you have quoted your price. This has happened to me before, but I am confident in what I do and I am not willing to give that away for free anymore. So be prepared for that. (Don't say I didn't warn you)

**2.** If it is a photograph that you will perform the hotel call for, try and work out a deal with them that it will be posted on their social media and you will be tagged in that photograph. Even if they only place it on their Instagram story that only lasts twenty four hours, you are likely to gain more from that than if it was only posted on your social media. (If you are dealing with a performing artist, instead of asking the artist directly, it might be a good idea to speak with their tour manager

or manager, that way you don't come across as a cheeky bugger)

**3.** A video shout out from that particular individual is a great option as it is more personal and it can be used across all of your social media platforms, the video is also valid at a later date with promotional videos to advertise your shop or to advertise your work individually.

**4.** Gaining intellectual compensation is awesome, obviously the person you are dealing with is important enough for you to go out of your way to perform a service for them, and so they are bound to have a wealth of knowledge as to how they became successful. Ask them questions about anything that you might be facing at that particular time and see what kind of advice they can give you. Business advice is always important whether they are a performing artist or an athlete because at the end of the day they themselves are their own business so they would still have knowledge on that subject.

These are just a few suggestions on what you could do if you are ever put in this situation. I hope you have found this helpful and if you have experience in this, please feel free to contact us and share your thoughts on this topic.

By the way the images that I have attached to this article are people that I know personally that are experts in house and hotel calls. They know what they are doing when it comes to this; you only have to visit their social media pages to find that out.



# WALLY ABBAS

Wally Abbas is a Kurdish refugee that was born in Lebanon and grew up in Auckland, New Zealand. He moved to Australia at the age of 16. "Life was hard, but we were always happy, mum always made sure we were safe, fed and most of all appreciative of what we have", he says.

**"I wasn't good at school, but I loved art and drawing so I focused on what I was passionate about and I ended up making the yearbook for excellence in art".**

Wally did his apprenticeship at Mr Barber in Auckland in 2010, where he was trained by the late Neville Pence who passed way in 2017.

"He was my mentor and friend and it was a great loss to barbering when he passed. I am proud to be a barber and be part of a passionate, motivated profession that really gives back to their communities. You do not have to be perfect from day

one, as it is not the perfection of the cut, but how you made clients feel. In my first year of barbering, my cuts were very average but I focused on the client experience. I kept working on my craft by doing workshops and watching YouTube videos into the early morning every night to learn and sharpen my skills and techniques. I am very passionate about the tools I use, I invest in the best tools I can get my hands on. I modify them so I can get them to hit exactly how I want them. I am very particular with hygiene and keeping my tools and station clean for every customer. Barbering is not my job it is my entire life it has helped me achieve dreams that I never knew were possible".

Wally's mother, sister and girlfriend are all barbers and work at Wally's Barber Shop. He opened the store in April 2017 as a co-ownership with his long-term client George Lacovou. George is a Financial Adviser and looks after the business's finances and performance and Wally runs the day-to-day operation in the store.

"I have been following Wally from barber shop to barber shop and every place Wally went it would be packed out within three months. That's when I knew that this was not a coincidence, Wally is the real deal", says George. George and Wally discussed opening the business over a routine haircut and opened the shop within 6 weeks of that conversation.

"To set up, we worked through the night, George and I did everything we could do by ourselves and tried to keep costs as low as possible, we hired a truck and drove all over Brisbane, Gold Coast and Sunshine Coast to source items for the store. We bought most items from Gumtree and Ebay to keep costs low, but we were lucky and got some really cool stuff, upgraded and bought things as we made money."

The store now employs six barbers and it is still growing month to month. Proud co-owner Wally Abbas says, "Wally's Barber Shop is not a business but a family, a place to come to feel welcomed and relaxed at their home. We would not be here without our loyal community of customers who make Wally's Barbershop the place to be".

Wally's Barbershop is situated in Daisy Hill, Queensland.





# THE MOST COMPLETE LINE FOR THE MODERN MANS EVERY GROOMING NEED

HAIRCARE  
STYLING  
SHAVE  
BEARD  
BODY  
SCENTS



HAIRCARE  
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STYLING  
SHAVE  
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HAIRCARE  
STYLING  
SHAVE  
BEARD  
BODY  
SCENTS



# AUTHENTIC GROOMING WITH mr muk



For 14 years, muk Haircare has been an Australian designer of iconic men's high-performance grooming products and the next exciting chapter has arrived.

Introducing a new category in men's haircare....mr muk.

Created specifically for professional barbers and their discerning clientele, mr muk is a sculpted collection of authentic grooming products that blend craftsmanship with performance. Clean modern formulations. Concentrated designer fragrances. Contemporary monochromatic packaging. Sleek shelf appeal. mr muk's bold yet polished presence will enhance a man's personal style without sacrificing his masculinity. Proudly designed in Australia, only the finest ingredients have been used to craft the mr muk collection with all products cruelty free and PETA approved.

mr muk has been created exclusively for barbering professionals so that clients can only purchase mr muk from the barber they trust. An important part of the marketing strategy is that mr muk will be available in BARBER SALONS ONLY.

Muk Haircare are going one step further with their commitment to the barbering and men's grooming market by offering a 100% MONEY BACK GUARANTEE if the distribution policy changes with directly selling to unisex salons or retailers!

We spoke to Mark Gariglio, Co-Founder of muk Haircare to learn more:

## WITH REGARDS TO YOUR DISTRIBUTION STRATEGY, WHY HAVE YOU DECIDED TO MAKE MR MUK A BARBER EXCLUSIVE BRAND?

We have a range of styling and haircare products for men which are extremely successful in the market today and available in salons and retailers across the country. When we launched the brand we started with just one product, Hard muk Styling Mud, (which recently won Best Styling Product for Men at the 2019 AHIA Awards) and expanded to 8 products. Today the range is available in salons nationwide and one of the most successful, independent Australian brands.

Moving into a new era for the brand, we developed mr muk to set a new benchmark in terms of a commitment to the barber industry. What we are offering will be exclusive to only barbers and not for unisex salons or retailers. Generally, with a new launch, the thinking with most companies is to create a product and sell it to everyone who wants it. This is not the case with mr muk.

We are showing our commitment to the barber industry by creating a range specifically for them and their discerning clientele. A range they will be proud to display in their barber shops, a range that is not available in unisex salons or retailers, a



**“A NEW CATEGORY IN MEN’S HAIRCARE, 100% AUSTRALIAN OWNED, 100% BARBER EXCLUSIVE”**



range they can confidently use and recommend to their clients to purchase. A range that is their own. Part of our commitment is our 100% money back guarantee. We wholeheartedly agree to provide barbers with a 100% money back guarantee if we change our distribution policy and directly sell mr muk to unisex salons or retailers.

**WILL THE PRODUCT BE AVAILABLE TO SALONS THAT HAVE A SPECIFIC BARBER DESIGNATED WITHIN THEIR HAIR SALON?**

No it won't. Strictly barber salons only. No unisex salons or salons that have a barber in their salon. The range will only be allowed in dedicated barber shops.

**ARE THERE CERTAIN CRITERIA THAT NEED TO BE MET TO STOCK THE NEW MR MUK?**

We haven't set any criteria as that's not what the brand is about. We want all barbers to embrace the collection and use and sell confidently.

**AS A CO-FOUNDER, WHAT DO YOU LOVE MOST ABOUT THE BRAND?**

It's been really interesting watching the barber landscape evolve over the past 4 or 5 years. We have sat back and watched many new barber brands come and go. These brands that were created to try and cash in on the barber 'craze' simply didn't pass the test of time and disappeared as quickly as they were created. Fast!

Ultimately, we took the time to find out what barbers REALLY wanted in a brand. First and foremost, they were craving something they could truly call 'their own' that wasn't mass distributed. Secondly, they wanted a product that oozed quality and high-end style, and not another cliché old school barber knock off.

mr muk was born from barber feedback and with the intention of fulfilling their very specific needs. Product performance is absolute paramount to us. After winning 40 best product awards since we launched muk Haircare, we not only have the R&D capability to create an award-winning men's range, but muk also has the brand pedigree and consumer brand awareness to make this new offering a huge success for our barber partners.

As per all high-end colognes and skin care, we chose matte black GLASS packaging for our styling offerings. Not only does it have an incredibly high-end aesthetic look and tactile feel, but glass is also 100% recyclable and has a significantly smaller environmental footprint when compared to plastic. Another major consideration was fragrance. Being a men's only product offering allowed us to hone in on creating a signature cologne fragrance that runs synergistically across the entire range. Inspired by Prada Homme aftershave, we worked with an incredibly talented international fragrance company to create our signature fragrance. Clean, earthy with woody tones, backed with fresh spice and amber. The synergistic fragrance allows barbers to layer products without conflicting scents.

What I am most proud of is our 100% money back distribution guarantee. If we decide to directly mass market mr muk to ladies/unisex salons, barbers can simply return their product to us for a full refund. Simple. No empty promises or lip service, just a refund. Can you think of another brand that offers this sort of security to barbers?

[www.mukhair.com](http://www.mukhair.com)

# WHAT I'VE LEARNED AFTER VISITING OVER 100 BARBERS

BY DR BEN DE CAMPO, CEO, MILKMAN GROOMING CO.



I've been on the road a lot in the past year. On my travels I've spoken to barbers in most Australian capital cities (including Sydney, Melbourne, Brisbane, Adelaide, Canberra & Perth) and in remote towns like Bundaberg, Albany & Wagga Wagga.

**I'm planning on doing more of this during the next year. I place a high value on these trips because they teach me so much about how I can make our business better. A huge part of this business is, after all, serving barbers & their customers with quality Australian beard, shave & moustache gear.**

There can be astonishing differences between barber shops. Especially in relation to retail. The level of training, belief in the product, shop layout, product choice, merchandising & customer base all vary widely. Seeing this has taught me many lessons. One of the key lessons has been to listen to feedback and to make changes where necessary. I've done this many times and continue to do so. It's a great way to improve. Given the same thinking can be applied to you and your business, I thought I'd share one example of how feedback has changed how we operate, in the hope it might help you think of new ways of approaching your work.

I've been manufacturing beard oil since 2014. When I started, almost all beard oils were dispensed either by a dripolator lid, or a by a dropper closure. We opted for the latter. I think the process of accurately dispensing the drops of oil into your hands to get a predictable result is key. You never want to over oil. Plus the process of using the dropper has a great feeling to it. It's classy. I think the market agreed. Generally, dropper dispenser beard oils are among the most popular.

So, I started doing more and more business selling the beard oils to barbers at wholesale rates. Typically, barbers would use some of the oils on their customers and then also sold some to them at recommended retail. As I met these barbers I would get feedback along similar lines. Some customers wanted a smaller beard oil that's easier to travel with. Others, didn't want to spend the money on a full sized version. Either way, the answer was clear. We needed a smaller beard oil. So the half ounce (15 ml) bottle was born.

Then I did the rounds again. Feedback was positive. The mini beard oils proved to be very popular. But another need emerged. Many barbers found that the dropper system was too slow to use on customers in the chair. It was fiddly, and the less the customer is waiting the better. We needed to make another change and after 4 months of development we're about to release a trade-size 100 ml version.

At twice the size, it lasts longer than ever before. It has a pump dispenser so it can be applied faster whilst still allowing for a level of accuracy when measuring the dose. This cuts down the time to apply the oil, it's easy and less messy.

As an introductory offer, we'll be giving away one of these trade size beard oils with every purchase of a carton of 6 beard oils.

**For more information, email [admin@milkmanaustralia.com](mailto:admin@milkmanaustralia.com) or find us on Instagram @milkmanaustralia**

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- 2. ROSS Retail Shelves
- 3. CONDOR Barbers Chair
- 4. MARMO Waiting Seat
- 5. STELLA Washlounge



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# MONO ORGANIC BARBERSHOP

Bold, affluent furniture with a 'down to earth' natural finish.

The mono organic barbershop features an abundance of light, space, and black and white barbering essentials. The friendly atmosphere is key in this 'down-to-earth' theme, with added warm timber textures and plenty of greenery.

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Barbers Chair



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Barbers Chair



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# CHOSEN CHOICE OF PRODUCTS



Youssef Ali

Youssef Ali is the director of Da Barber house, dedicated to gentlemen with traditional shaves, latest cuts and home care needs, and Barberdollz Hair Salons, specialising in female hair services ranging from cuts, colours, extensions and much more! Having opened many stores across Melbourne and still expanding, Youssef believes his stores are successful due to the education & training they do to develop professional barbers & hairdressers.

"I've found it is very important having traditional barber stores providing professional barber services, as these days I find that it is often easy to find a barber shop in central areas, with hairdressers offering a service, but not barbers who specialise in the old school barber services"

Youssef believes it is also important to educate and provide clients with the best hair care products available to take home, making sure that today's male clients know what products they need to maintain the same looks after they have left the salon and between visits.

We spoke to Youssef about his chosen choice of products and asked him to explain more about the importance of choosing who to partner with when it comes to retail and styling products.

### WHAT IS YOUR CHOSEN CHOICE OF PRODUCT?

American Barber all the way, which despite what the name suggests is actually a wholly Australian owned brand!

### HOW IMPORTANT IS SUPPORTING AN AUSTRALIAN OWNED COMPANY AND BRAND LIKE AMERICAN BARBER TO YOU AND YOUR BUSINESS?

As we live in Australia it is very important that our barbershop supports local brands and with American Barber we fulfil that fully with the brand. It's one of our most successful products/brands in all our salons.

### WITH THE RANGE EVOLVING WHAT WOULD YOU HOPE TO SEE ADDED TO AMERICAN

### BARBER IN THE FUTURE?

At the moment myself and my clients are highly satisfied with the range of products that exist and I am excited to see over time how the new American Barber shampoo & conditioners, that have just been released, perform.

### WHAT IS THE FEEDBACK YOU RECEIVE FROM CLIENTS ON THE RANGE?

Our clients are very happy with the product and highly recommend them to others. We receive only positive feedback and most importantly these products last. A big benefit unlike some product out there is that there is no trouble washing it out, due to it being water soluble which is great in a mens haircare range.

### WHAT MAKES AMERICAN BARBER STAND OUT FROM OTHERS?

I would say the quality, great packaging and simply the fact that all the products do exactly as described, again also washes out without leaving excess residue or flaking behind and they smell great. The products sit at a very competitive price in the market.

### WHAT'S YOUR PERSONAL FAVOURITE IN THE RANGE?

That's a hard one as I absolutely love all the products and with the range expanding with the high-quality shampoos & conditioner it's nearly impossible to pick one. I will say though that already the new shampoos have been very successful, and the staff and clients are loving them.

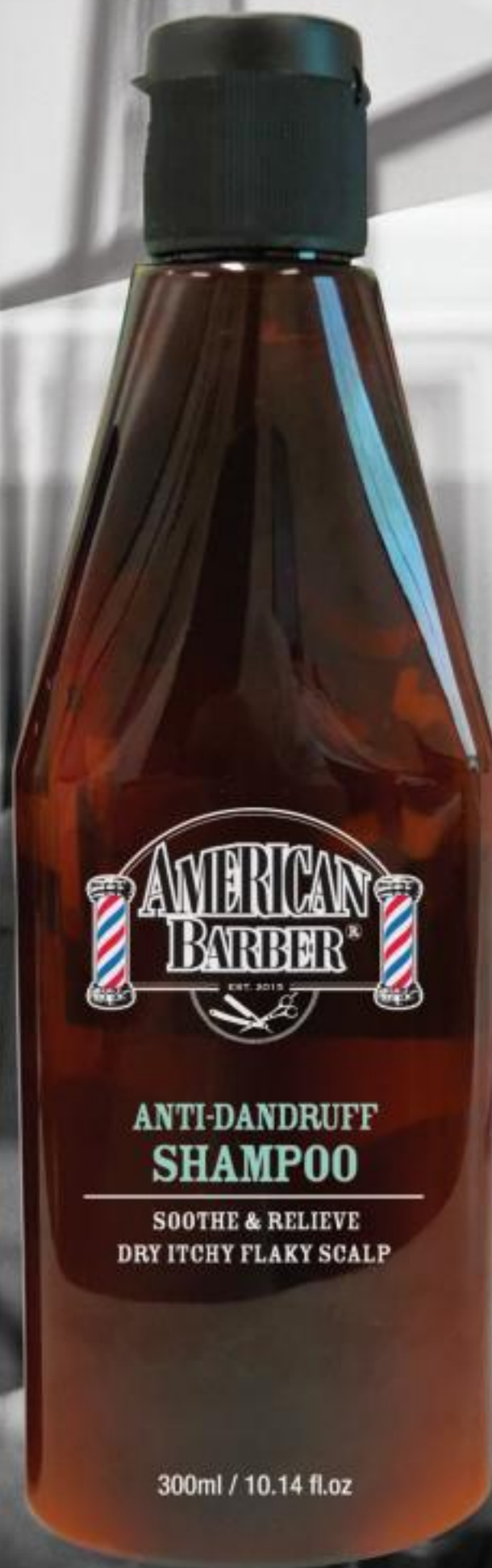
*Da barber House is located in Watergardens, Melbourne*

**"EVERYONE SHOULD BE MADE TO FEEL SPECIAL WHEN THEY LEAVE THE SALON."**



**NEW**

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**DAILY SHAMPOO**

CLEANSE & NOURISH  
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**DAILY CONDITIONER**

STRENGTHEN & HYDRATE  
SUITABLE FOR ALL HAIR TYPES

**ANTI-DANDRUFF SHAMPOO**

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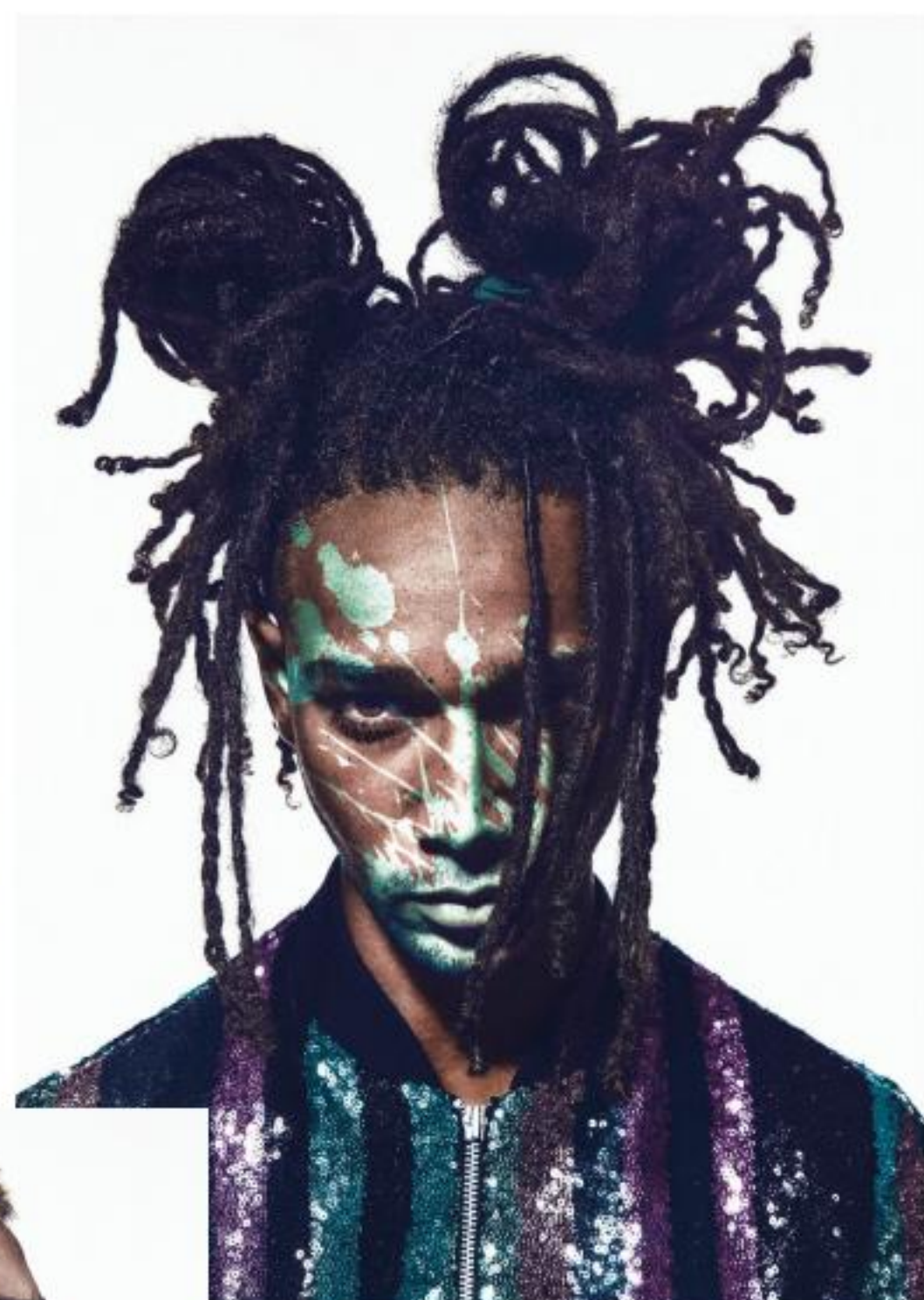
# CHRISTOPHER BYRNE

**HAIR & FASHION: CHRISTOPHER BYRNE**  
**PHOTOGRAPHER: JARRED STEDMAN**  
**MAKE UP: CHEREINE WADDELL**

**HAIR EXPO AWARDS Monday 10 June, 7pm - 11pm. ICC, Sydney**

**[www.hairexpoaustralia.com](http://www.hairexpoaustralia.com) | [www.hairexpoawards.com](http://www.hairexpoawards.com)**

FINALISTS ANNOUNCED FOR THE 2019 HAIR EXPO AWARDS  
**MENS HAIRDRESSER/BARBER OF THE YEAR**



# TOM WHITE

**PHOTOGRAPHER:** BERNARD GUEIT  
**STYLIST:** LEROY LORENZO  
**MAKE UP ARTIST:** SARAH MCFADDEN  
**ASSISTANTS:** NIKKI PORTER

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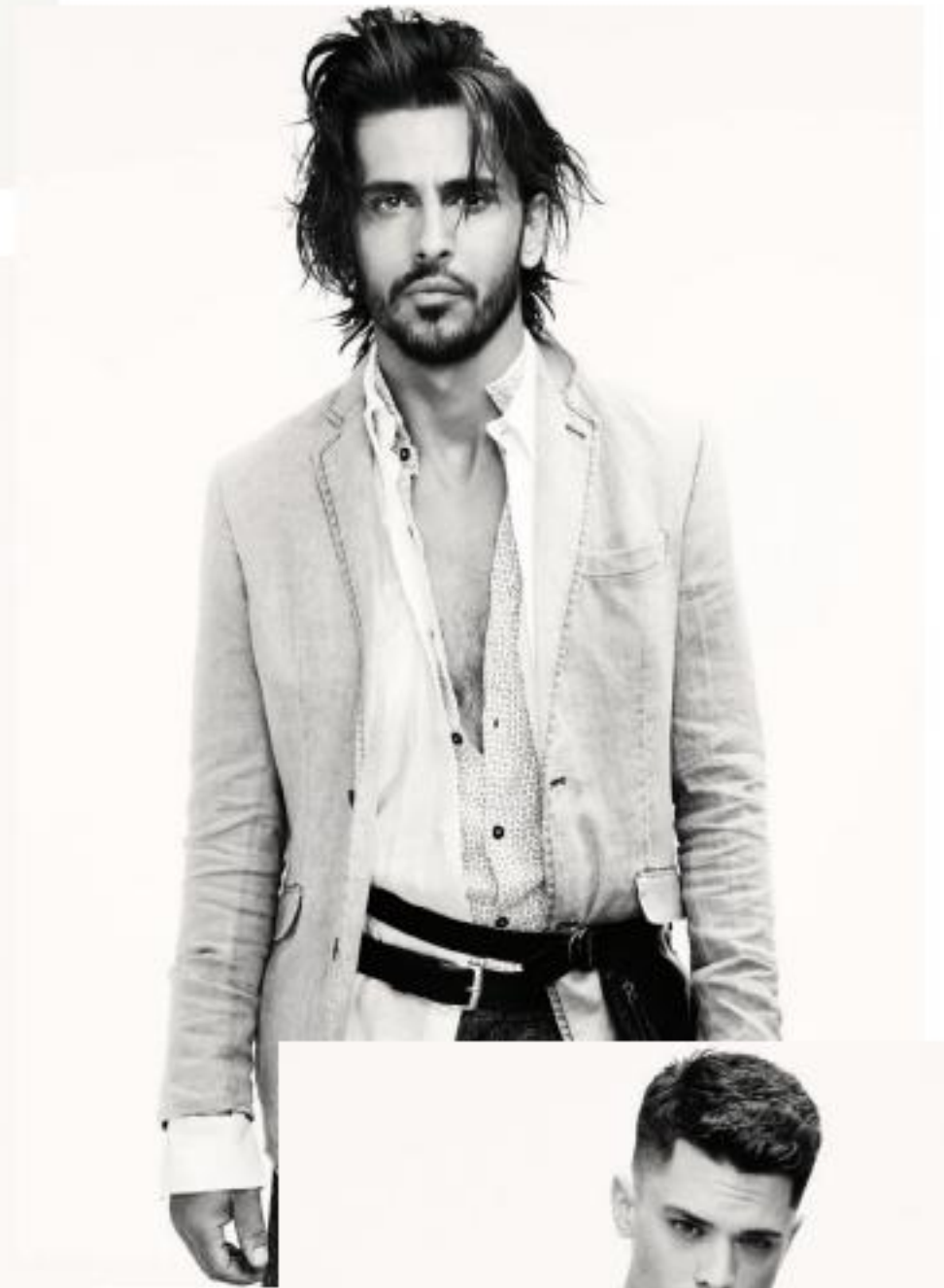
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AUSTRALIA  
**EXPO**

THE FESTIVAL OF HAIR



# HARRIETT TAN

**HAIR:** HARRIETT TAN **PHOTOGRAPHER:** ANDREW O'TOOLE  
**STYLIST:** ANTHONY CAPON **MAKEUP:** GRETA KEDDIE

HAIR EXPO AWARDS Monday 10 June, 7pm - 11pm. ICC, Sydney

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FINALISTS ANNOUNCED FOR THE 2019 HAIR EXPO AWARDS  
**MENS HAIRDRESSER/BARBER OF THE YEAR**



# YUKI KANO

**PHOTOGRAPHER: SEUNG ROK BAEK**  
**MAKEUP: CHISATO CHRIS ARAI**  
**STYLIST: PAIGE MURPHY**

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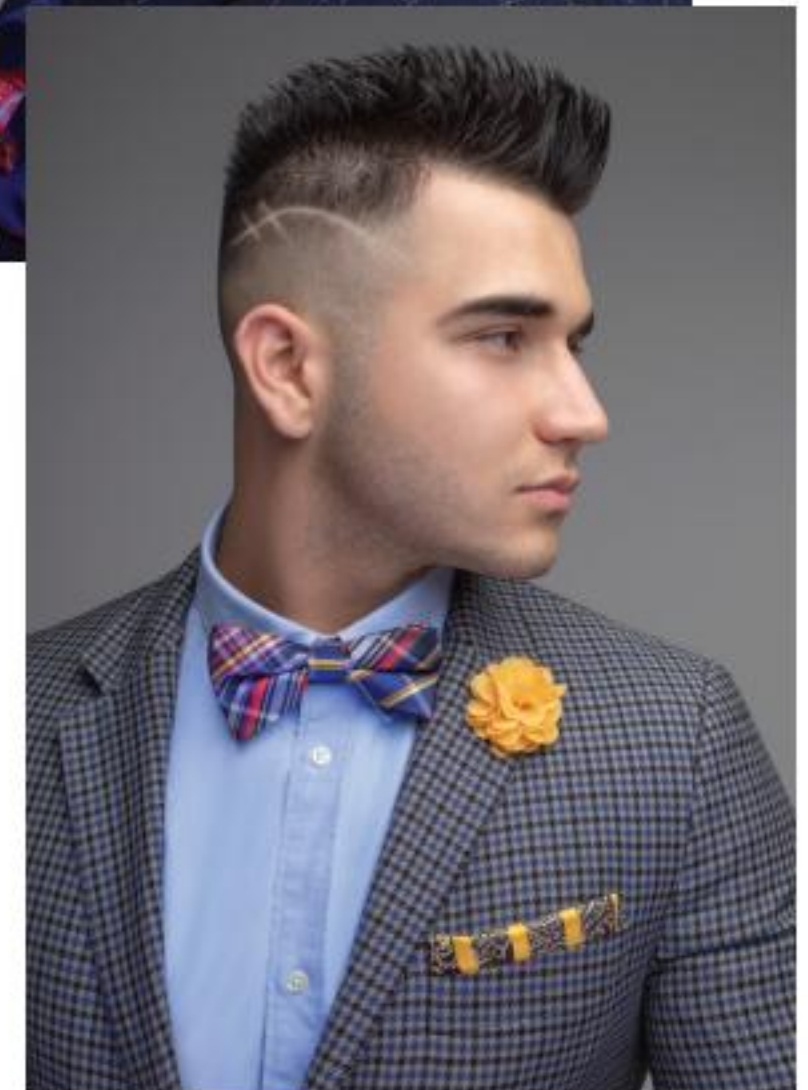
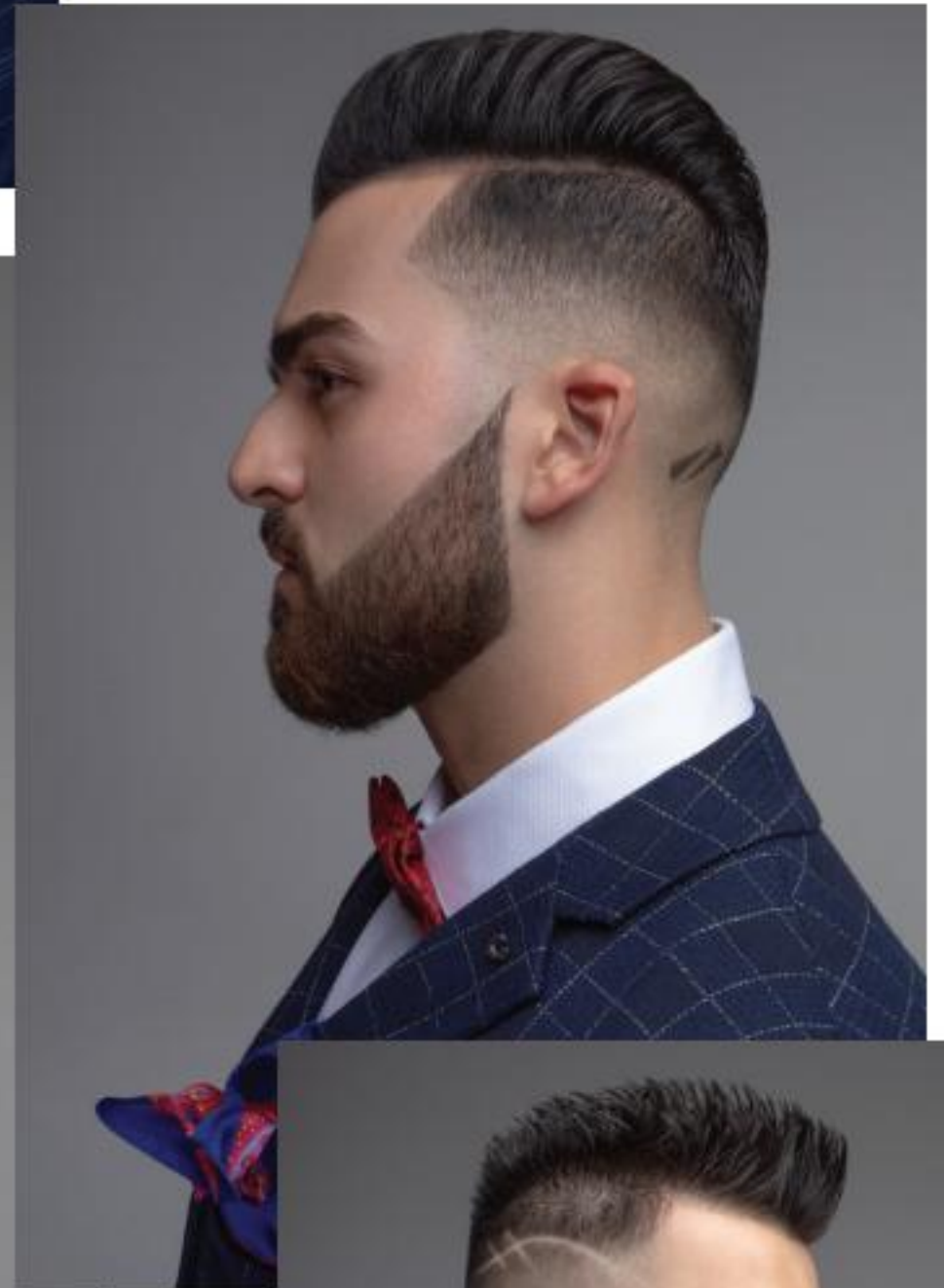


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# HUSSEIN NASER

**HAIR: HUSSEIN NASER**  
**PHOTOGRAPHER: AARON MCPOLIN**  
**STYLED BY: JUEVELLE**

HAIR EXPO AWARDS Monday 10 June, 7pm - 11pm. ICC, Sydney

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# FRED LEMARCHE

**HAIR: FRED LEMARCHE MAKE UP ARTIST: FRED LEMARCHE**  
**PHOTOGRAPHER: THE BOY PROJECT STYLIST: FRED LEMARCHE**

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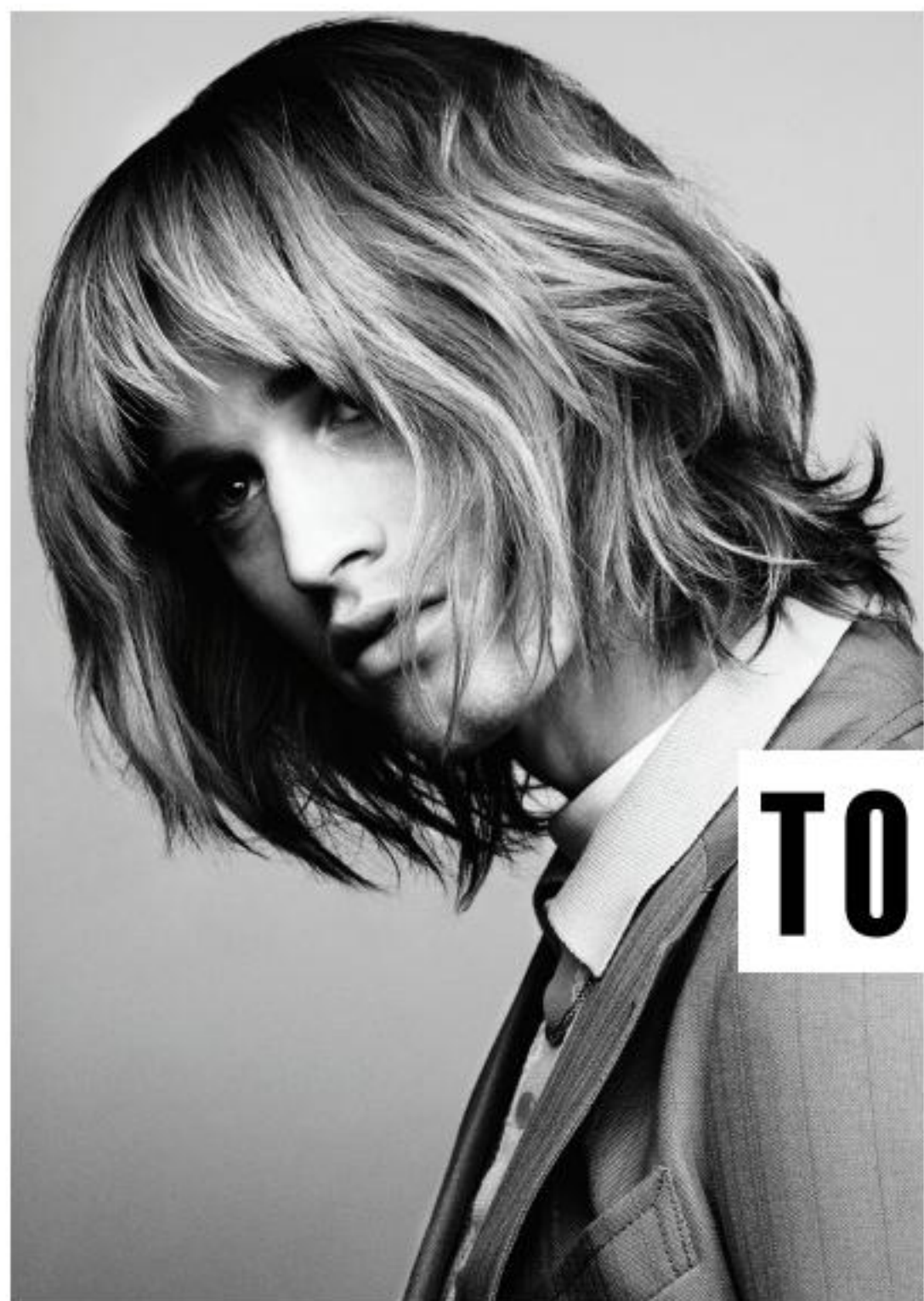
# ANTHONY STALTARI

**HAIR: ANTHONY STALTARI PHOTOGRAPHY: JOHNNY GEORGIU**  
**STYLIST: JOHNNY GEORGIU MAKEUP: JOHNNY GEORGIU**

**HAIR EXPO AWARDS Monday 10 June, 7pm - 11pm. ICC, Sydney**

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FINALISTS ANNOUNCED FOR THE 2019 HAIR EXPO AWARDS  
**MENS HAIRDRESSER/BARBER OF THE YEAR**



**TORI GILL**

**HAIR:** TORI GILL  
**PHOTOGRAPHER:** ANDREW O'TOOLE  
**STYLIST:** METTE PORS  
**MAKEUP:** GEORGIA RAMMAN

Official  
Colour Partner



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GET AMONGST THE GAME-CHANGING BARBERING EDUCATION AT

# HAIR EXPO 2019



**The world of men's hair is changing at a rapid pace, and there's more options for men's do's than ever before. Keep up with all the latest trends and techniques in the barber biz at Hair Expo, thanks to their dedicated Barberland education sessions. You're guaranteed to take home some sweet new skills, get up to date on all the latest styles, and connect with some of the biggest idols in barbering there to pass on their renowned techniques and expertise. So that you don't miss a thing, here's our list of the six top men's hair and barbering sessions to inspire you at Hair Expo this June long weekend.**

## THE DISTRIBUTION COLLECTION

WAHL Education and Artistic team are some of the best barbers in Australia and they'll be on hand at Hair Expo to showcase the latest trends in barbering through their WAHL Academy Education Program. The program is designed to provide professional stylists and barbers with the ultimate training, enabling you to do more with your clippers than you ever dreamed possible. They know trends are changing and to ensure you keep up, they're bringing their new Distribution Collection to the stage and will demonstrate how to create current and future trends effectively and efficiently. Included in your Barberland Pass.

## DUDES

Featuring Jules Tognini and Tom White on the tools and Kristian Tognini on the mic, this session is a fresh and fun look and how these barbering icons see the future of men's hair. No two guys are the same, so

why should guys all have the same basic clipper cuts? This session is all about how to nail tailor-made cuts to bring out your client's personality, lifestyle and good vibes. Included in your Barberland Pass.

## PERSPECTIVE – AN INTRODUCTION TO MODERN MEN'S HAIRCUTTING

No matter your skill level, this session will give you the techniques to achieve the perfect combination of simplified and technically effective men's cuts. Host Eoin McCarthy will showcase a range of skills including scissor work, sectioning patterns, clipper work, texturing and styling. Featuring easy to adapt techniques which he uses to create various looks that are both suitable and functional to the modern male, Eoin will help you gain a new perspective on men's hair. Included in your Barberland Pass.

## FLAWLESS FADES

Hairdressers and barbers of all levels will gain a better understanding of how to nail a faded haircut at this session led by Jordan Tabakman. Dive deep into when to fade, the different styles and types of fades, terminology and tools to use, placement of the blend, taking into account the clients features, head shade and hair density to create the perfect fade. If you've ever felt overwhelmed by doing a fade, this is the session for you. Included in your Barberland Pass.

## SWITCH

SWITCH is all about taking barbering and switching it up by fusing traditional

barber techniques with high fashion men's hairdressing. Led by Donny De Sanctis, Johnny Georgiou and Anthony Staltari, you'll experience an intimate presentation of men's high end finishing techniques and fashion forward looks including a combination of shorter sharp cuts and longer fashion forward shapes. Included in your Barberland Pass.

## WORKSHOP: BEST OF MEN

Uros Mikic, 3x Hair Expo Men's Hairdresser & 2x AIPP Global Men's Hairdresser, is offering an intimate hands-on workshop where he will share his incredible knowledge of the best of men's cuts, styling and the latest trends. Uros will complete a full cut in front of your eyes, will showcase two pre-done looks, and will be by your side while you complete a full cut on a mannequin head. Learn from this incredibly talented stylist on how he has grown his salon's male clientele while maintaining a busy, well-rounded salon, specialising in all aspects of hair. Available for purchase separately as a Single Session The expo floor is the perfect place to get your feet moving after a packed day of education, and Hair Expo has you covered with all the latest product offerings from some of the biggest brands in barbering!

***Hair Expo's Barberland Pass includes three day expo entry and all five Barberland Sessions for \$259.***

***Hair Expo Australia takes place from June 8-10 at ICC Sydney.***

***Head to [www.hairexpoaustralia.com](http://www.hairexpoaustralia.com) to bag your spot at these inspiring and innovative education sessions.***



New Arrival

## Havana Barber Chair

The **Havana Barber Chair** is the perfect touch of Old meets New, Comfort meets Style. This Traditional Style Barber Chair can conform to any finish, adding as a striking piece to any Barber Shop

Features:

- Upholstery available in Olive, Black or Tan
- Disc Hydraulic
- Reclining Backrest
- Adjustable Footrest



**Havana**  
Barber Chair

**Chicago**  
Barber Chair



**Detroit**  
Barber Chair



# JOINT GLOBAL CHAMPIONS ANNOUNCED OF THE 2019 AMERICAN CREW ALL-STAR CHALLENGE



In a history-making move, American Crew®, the Official Supplier to Men, ended the 2019 All-Star Challenge with a tie.

Blade Pullman of Australia and Emma Jankowski of the USA were both awarded the title of American Crew® 2019 All-Star Challenge Global Champions. The awards took place during the brand's 25th anniversary celebration in New York City last night.

"This year's event not only marked American Crew's 25th anniversary, but also the first time the judging panel couldn't decide on just one winner for the All-Star Challenge," said Gillian Gorman Round, Global General Manager of American Crew®. "The two winning styles from Blade Pullman and Emma Jankowski were so different but struck a unique balance, showcasing what we saw as the heritage, present and future of the American Crew man."

Pullman and Jankowski were chosen from an elite group of 14 stylists, narrowed down from thousands of All-Star Challenge entries this year. The finale took place over a two-day photo shoot at MILK studios. Finalists worked alongside industry experts to showcase their best cut and style, captured in photo by American Crew photographers, including Founder of American Crew® David Raccuglia. Through a blind judging process, the winning photos were awarded using a points system that scored on creativity, technical ability

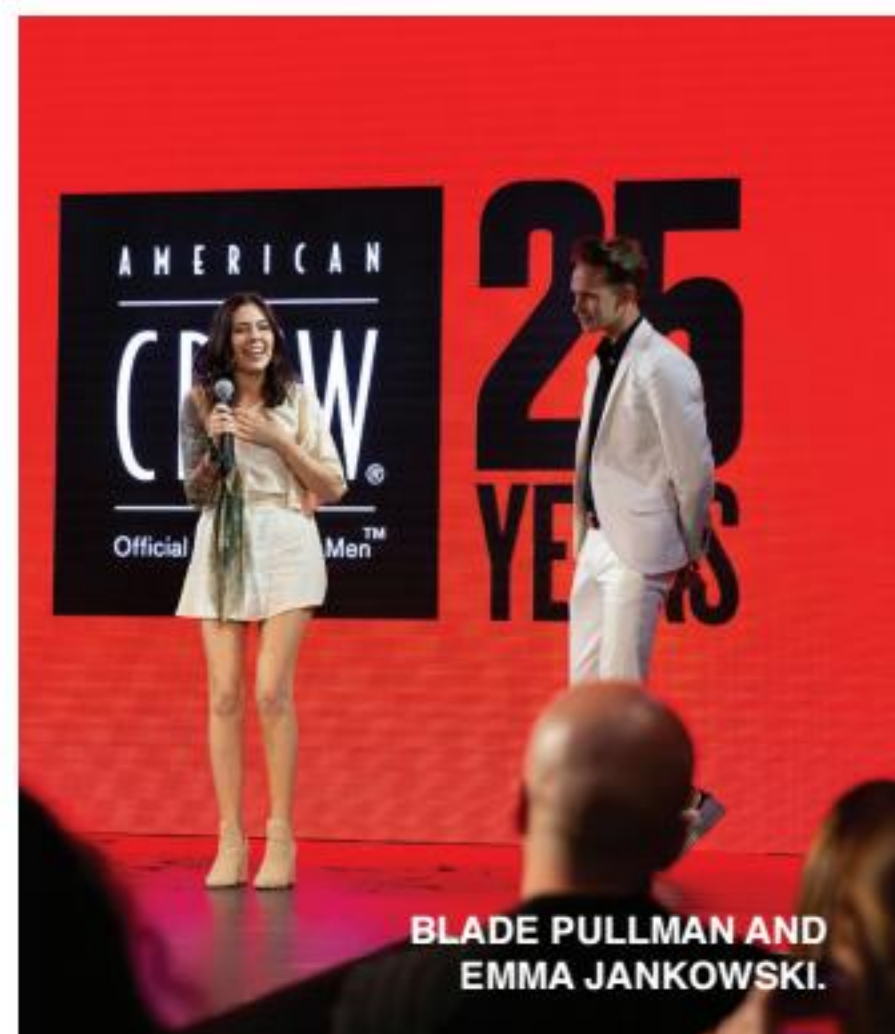
and a true portrayal of the American Crew® brand.

## THE ALL-STAR CHALLENGE

The cut. The model. The photograph. Artists are invited to bring it all together to create the ultimate interpretation of the American Crew® man. The winner is the best stylist on the planet, one with a truly unique, artistic vision, impeccable taste and undeniable skills. One who understands what it takes to create a masculine, modern edge. And one who captures their masterpiece with professional-level art direction and photography. The American Crew® All-Star Challenge is about being recognized as the best stylist for men in the world and is bigger and better than ever.

"For a stylist that is just starting out in his career, it has been amazing to be around all of the talented All-Star Challenge contestants. This experience has truly instilled in me the culture of the barbering community and how impactful this competition is for our industry," said Blade Pullman, 2019 All-Star Challenge Global Champion.

"Having completed this journey, my biggest advice to other barbers would be to enter this competition," said Emma Jankowski, 2019 All-Star Challenge Global Champion. "This has been one of the best experiences of my life."



The two young stylists will both receive prizes that will help them continue to perfect their skills and grow their career in the men's grooming category. Prizes include: \$10,000 USD, the coveted American Crew® All-Star Challenge Global Champion Trophy, an invitation to become judges for the 2020 All-Star Challenge, a full scholarship to the new American Crew® Education Program and a feature in an upcoming issue of Estetica.

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# FIGHTING GENDER STEREOTYPES

BY LANCE LIUFAU



**While searching through content via Youtube on various barber related topics, I stumbled across Gillette's inspiring true story of two women who have come together and have managed to debunk gender stereotypes to run their father's barber shop in a small Indian village of Banwari Tola in Uttar Pradesh. A digital film was created and uploaded on the brand's YouTube channel on 26 April, and has already reached over 3 million views so far.**

Grey India is the Creative Agency that put the film together; the film shows the everyday village life through the eyes of an eight-year old boy as he notices how dominant the male gender roles are within his society. Men being the main breadwinners and having the privilege of enjoying the socialising fun that you get from sports, the women are restricted to household work. The viewers can see how clearly the effects are on the young boys mind until he walks into a barbershop with his father, where he is surprised to see two girls ready to give his father a shave. The young boy is confused and asks his father about the young women in a working environment, but his father then explains that a razor doesn't differentiate between a boy and a girl.

Through a number of leaders within their community, Neha and Jyoti have received much support and they have also said that the entire village of Banwari Tola are an example of how when we take positive actions, we create meaningful change and set the right example for the next generation. Through the 'Safalta Apni Muthi

Mein' programme Gillette has been able to support their dream and are proudly doing so. Brands like Gillette are leading the way and definitely playing their role in influencing culture in a positive manner. "Our actions need to inspire us all to be better every day, and to help create a new standard for boys to admire and for men to achieve. Because the boys of today are the men of tomorrow"

Throughout the film there are messages being shown such as the government's campaign 'Beti bachao, beti padhao' (Save the daughter, educate the daughter) mural on one of the village walls, which further adds to the gender equality message.

Sandipan Bhattacharyya, chief creative officer, Grey Group said, "Gillette, as a progressive man's brand, believes in and propagates topics that are relevant to raising and inspiring the future generation of men. And with this campaign and a powerful message like 'Shaving Stereotypes', Gillette drives home a point that has utmost relevance in the times we live in. The boys watching today need inspiring role models so that they grow up to be better men."

This is the first India campaign after the brand rolled out its global ad spot 'The Best Men Can Be' (wordplay on its tagline) which took a bold stand on bullying, cat-calling, and sexual harassment. Unlike the global campaign, the new India campaign takes a subtle route to highlight gender stereotypes prevalent in most rigid societies.



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NEVER GOES OUT OF STYLE

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# TEACHING OUR CHILDREN

A fade or graduation is not just for painting or your final year of university. It is a style favoured by generations of young and older gentlemen in which the hair travels from non-existent and gradually reveals length and colour as you move upward, leading to the desired style of the client on top. This is popular among the style-conscious students attending Granville Boys High.





**Three chairs have been set up in what was an art classroom and the novice barbers are all required to learn and perform their newly found skillsets on live models who are more than likely fellow classmates.**

A 10-week training and creative program has been formed for students aged 14 to 17 that teaches the skills of a barber to boys who might otherwise disengage from school and drop out early.

The multi-strand program is the work of Information and Cultural Exchange (ICE), a western Sydney arts organisation that has been active for 30 years to create art, build cultural programs and enhance the region's cultural vibrancy.

According to ICE's John Kirkman, the project aims to engage 100 at-risk young men in the Auburn and Granville area where fewer than 40 per cent of high school students stay on to year 12 and a quarter of youth are jobless.

In their first week, the young barbers start from the basics of working the trimmer and blade: they have learnt facial symmetry, the anatomy of the head and dealing with hair texture, the value of customer service, personal grooming and self-respect. On the inside of the door are listed the rules of participation, including the promise to refrain from swearing, mobile phone use and fighting. Within this space the young men know the boundaries because in here it's the hair that matters.

The initial results have so impressed the school that its executive is keen to approach the Board of Studies to endorse a year 11 two-unit course, the first in the state. Out of the course, the boys get real job skills but Harwin says that's not the ultimate purpose. "We all know the arts have the power to transform people's lives and it's always a challenge to find ways to reach out to disengaged kids. The barber shop is creating a huge buzz and a lot of interest in the school about what is going on."

Bashir Kalache has the biggest smile of the models in the chair. He has opted for a low urban fade, and going to a school barber saves him \$35.

Ayman Atameddine is confident on the buzz cutter. "I'm keeping the customers happy," he says, repeating Lomu's mantra.

A music producer as well as running a home barber shop in Blacktown, Lomu says the barber shop is mostly a "place where you're exposed to all age groups, it gives you a true sense of being in a community which confronts a teen's sense of internal growth".

"What I tell the boys is in a technology-driven society, this will be a job for the rest of your life."

**Instagram: @lomu\_fades**

# FROM CLIENT TO FRIEND

BY LANCE LIUFAU



The most important and vital part of the barbering industry has got to be 'people', now please correct me if I am wrong but is it safe to say that if we didn't have people we would not have barbers? So with that being said, in this particular article I wanted to talk to you all about the people that walk through your door and sit in your chairs.

**First I want you to take a moment to think about your regular clients and ponder about how imperative they are to your business or to you as a barber. I mean really think about the importance of every single one of them; now that you've done that we can continue.**

Each client that you cut, for the first time is almost always treated with that little bit of extra niceness, that extra enthusiasm, with a little bit more of everything. The main reason for that is so that they return, am I right? But when they return the second, third, fourth and become a regular client, does that level of professionalism drop? Does the extra niceness fade away just as well as their haircuts do?

Speaking from experience, I strongly feel that there is always the potential

of that happening once you have established a strong foundation with that person.

But then there is another side to this story, and that is... "Has that client crossed over from CLIENT to FRIEND" because this is also an argument that you can have with yourself because every barber-client relationship is different.

Now I can only speak for myself but I can honestly say that this has been the circumstance between myself, and many of my clients. For example, do you have clients that sit in your chair and you don't even perform a proper consultation with them anymore? In fact you don't ask them what cut they are getting, you just begin your process without their consent because you know that they trust that whatever you are going to give them, they will

be happy with. I'll take that one step further and ask you if you have clients that trust in your abilities that much, that you could change their style of haircut and they wouldn't even bat an eyelash as to what you have just done to their hair?

In the shop that I work in, I can vouch for many of our team members that have this same relationship with their clients. That connection can only be developed in a select few industries and the barbering industry in one of them.

I would recommend to you all that even though the relationship between yourself and your client is one of a long period of time and has a strong bond, we should still strive to remain professional to a degree, as what we do is still a profession.

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# THE IMPORTANCE OF SANITATION!



It is a requirement by the Occupational Health and Safety laws and also your clients that you as a barber take sanitary measures while providing a service to the public. The use of un-sanitised razor, clippers, combs or shears or any other barbering tool all have a high possibility of transferring Bacteria and Viruses from one client to the next., such as skin infections, blood poisoning and contagious disease just to name a few different nasties!

**It does not matter how clean your tools or workspace may appear, it is most definitely contaminated with a bacteria, fungi or virus that has no one particular home. It can be found practically everywhere. In a professional barbershop setting, contaminants can be found on your workstations, barbering tools, barber chairs or even floating through the air, so it is our responsibility to try our very best to control the spread of infections and viral diseases by applying efficient sanitation methods.**

As a trained professional, it is your duty of care to make sure that your tools and workstations are cleaned and sanitised thoroughly.

There are various types of bacteria and viruses that we need to be made aware of, so much so that there are too many to mention in this article. I do, however, strongly advise you that you research further into these conditions so that you are aware of the dangers of transferring. Some of the most common that we might see in the barbershop on a daily basis, are those that are considered Local Infections such as pimples, boils or infected cuts and scrapes. If these are visible and it is clear that it will be very difficult to provide a service for that client without making contact with the infection, it is not a bad idea to discreetly let that person know that they will need to see a doctor to assist them in taking care of the infection first. Infections such as these can easily be transferred from one individual to the next through unclean tools and implements and you have a duty of care to all of your clients.

Disease that is spread from one person to another through contact is considered to be contagious. These rules do not just apply to clients or customers that sit in our chairs. These same rules apply to us as barbers as well, we can also be prevented from servicing our clients if we do not abide by these rules and are walking around with a common cold or ringworms or scabies.

We can also receive these by some of the most common acts that we perform throughout the day, such as opening a door, oral or nasal discharges and the sharing of cups and the use of towels. Once again these things can also be prevented by making a conscious effort to sanitise our tools, take care of our own personal hygiene and sanitising our surrounding areas like our mirrors, barber chairs, countertops or even our shelving units and products that are placed on them.

Some of the scarier forms of bacteria and viruses are carried through the blood stream, or body fluids, such as Hepatitis and HIV, these are what you call Blood Borne.

As we all know, accidentally cutting a client who might be HIV-positive and continuously using that same tool or razor without disinfecting it can have terrible ramifications. If you cut yourself or another client with that contaminated tool you can usually transfer this disease. One common procedure that is performed regularly in a barbershop is the hot towel shave; this has a high chance of collecting body fluid from a client's neck or face with the razor or clipper whilst travelling close to an open sore or a pimple or boil and this is extremely dangerous for your next client.

As mentioned before it is our absolute obligation to insure that our clients are kept safe from any virus or bacteria or cross contamination, so let's make a conscious effort to sterilise our tools, have clean hands and good personal hygiene, so that our clients feel comfortable every time they sit in our chair.



**Kelly,  
can you  
handle this?**

**Michelle,  
can you  
handle this?**

**Beyoncé,  
can you  
handle this?**

**I don't think you can handle this...\***

*- Destiny's Child, Bootylicious*

\* Excellent Edges do not have any association with Beyoncé, Destiny's Child or any other Bootylicious mega star. We're just here for the Beckys with the good hair...and are happy knowing you now have this song stuck in your head. Love you Bey!

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# PORTRAIT OF A BARBERSHOP



Picture a barbershop. What do you think of? I think of antique barber chairs (and how you have to sit without putting weight on the footrest because they're not bolted down), blue-stained wood paneling, neat shelves of potted succulents and hair products, and my usual barber with his signature cowboy hat and full beard.

**But then, if I think of my previous spot before I moved, I think of skateboarding and punk paraphernalia, throwback 90s music, and young barbers joking around with one another as they cut clients' hair. And if I think of the one back in my hometown, I think about stacks of newspapers and a pot of coffee and signed baseball posters from the years the local team went to the World Series.**

A barbershop isn't just a business. It's a totally unique and designed experience. There's an experience of going to the barber. From the way you book your appointment, to the way the shop looks, smells, and sounds inside, to your relationship with your barber, the conversations that unfold, and how you look when you leave. It's about much more than just the haircut.

## 5 CUSTOMER EXPERIENCE DESIGN PRINCIPLES TO FOLLOW

### 1. Develop a strong and consistent brand identity.

Every barbershop has its own unique identity. The best ones are consistent and coherent across all facets: the sights, sounds, textures, and smells of the space all work together to

define the character of the business.

My old barbershop, for example, had a "retro urban" style that permeated every detail. The colourful, brashly painted skateboards racked on the wall, and the punk stickers plastering the spaces in between, looked exactly how the easy-going old-school hip-hop on the stereo sounded. The barbers all dressed to match and of course, that's no coincidence, because the personality and identity of the shop flowed directly from the people working there.

That unique brand identity also recognised the preferences of the target customer: trendy, nostalgia-loving millennials of the urban sprawl willing to spend a little more for a good cut. By designing an experience that was fun and familiar for this audience, my old barbershop capitalized on the likes of their customers to increase their market appeal and drive business (and it worked; they always had a two-week wait for an appointment).

The brand identity of your business should be just as unique and consistent and should flow naturally from the personality and culture of your company, its leaders, and its employees. Don't pretend to be something you're not, because copying your competitors too heavily is just as likely to harm you as to help you. Instead, authenticity should define the way you present your brand to customers.

Once you've found your brand voice, be consistent about it in every aspect of the customer experience. Design the way you communicate across mediums and platforms. The diction and tone of your social media accounts, your advertisements, your blog, the visuals and graphics of your website, web app, mobile app should all be consistent, coherent, and designed.

When your brand identity and voice are consistent, show who you are, and are designed with your target audience in mind, customers have a better experience. If you can make your customers feel at home with your brand, they'll keep coming back for a long time.

### 2. Enable your customers to act.

How do you schedule your haircut appointment? In general, barbershops aren't the most technologically up-to-date businesses, but some are innovating to make scheduling easier.

For many popular, in-demand shops, the traditional walk-in or call-ahead methods aren't sufficient and can cause problems for customers.

My old barbershop with the two-week wait took appointments over the phone. Once, they accidentally double-booked me for a weekday morning cut. When I came in after

sitting through rush hour traffic, they told me I wouldn't be able to reschedule for two more weeks. I never went back.

My current barbershop has an app. I can see their calendar and select an open appointment slot with the barber of my choice, or with any available barber. It's extremely easy, I can do it any time of the day or night, and it's much less vulnerable to human error.

Not only is it easier for me, it's better for the business. With so few barriers to scheduling an appointment, they can count on a full calendar, and none of their employees have to spend their time answering the phone instead of cutting hair.

When you give customers agency, you enable them to reach the conversion goals you've set for your business on their own terms, with less time and effort expended by your team. And when they do convert, they'll feel better about their choice and about your brand, because:- 1) you've provided a frictionless experience, and 2) you made them feel in control.

Rethink and let go of inefficient processes, and embrace a customer experience design approach that puts customers in control of their experience whenever possible.

### 3. Build relationships with customers.

Interacting with a barber isn't a mere business transaction. A haircut is also a social experience, a conversation with a person you've decided to trust with your hair.

Some people have been going to the same barber for months or years. We develop relationships with our barbers through the chit-chat of a barbershop experience. You start to know things about them, and they start to know things about you (and your hair). That turns into loyalty, because you know you'll have a good experience, and get a good haircut, from them.

When you build relationships with customers, it increases trust, and trust is critical. People have to decide whether to put their credit card or personal information into your website or app. When there's no relationship, there's little basis for that decision. When the customer knows who you are, though, they can feel comfortable performing transactions in your system.

Relationship-building also enhances the level of service you provide to your customers. The more you get to know them, the better you are able to tailor their experience to meet their specific needs. Whether that means customizing the products they see or the marketing materials they receive, or building new features that fill unmet gaps in their experience, every business can better serve customers by having a relationship with them. Lastly, building relationships with your customers increases loyalty. It's very easy to jump ship for another website or app, just like it's very easy to go to a different barber. The competition is high and the barriers are low. But once a customer has a relationship with a business they know and trust, they're much less likely to go anywhere else.

The bottom line is, your customer experience should be designed as an experience for humans, not just customers.

### 4. Provide a superior product.

The most important part of a haircut, of course, is the haircut. A friendly, personable barber in a cozy, enjoyable atmosphere who gives bad haircuts won't be earning any return business. A good barber is always checking as they go to make sure they're doing a good job.



It's typical to hear a barber ask questions throughout your haircut, like "How's this looking?" "Is this length about right?" "What do you want to do with your moustache?"

Providing a superior product in a barber's case means providing the haircut that the customer wants. To do that, even the best barbers make sure to get plenty of feedback and customer input throughout the process.

To make sure your product is meeting customers' needs, collect feedback at all times. Learn what you're doing well, and figure out where you can improve.

### 5. Leave customers feeling awesome.

Good customer experience design leaves customers feeling awesome about themselves.

Think about how your haircut ends. Once the barber has done all their trimming and shaving and sculpting, they do something a little extra. They ask if you want any product in your hair, and then they style it with anything you want with gels, pomades, sprays, aftershave etc.

The result of this is that you leave the shop looking and feeling good. It makes your day

that much better, and you go about your day with the confidence of a fresh cut. These little "extras" may not be the main attraction, but they create disproportionate satisfaction.

Find your "something extra" that's unexpected and will make your customers feel awesome. That additional amount of effort to delight your customers can turn a likable brand into a lovable one.

Not only that, but many of those customers will become brand advocates who will spread word-of-mouth about your business. By designing a delightful customer experience, you make existing customers happy, and open the door to many more new ones.

Don't be one of the forgotten barbershops. Provide a customer experience that is designed, consistent, and innovative, and both your customers and your business will benefit.

*Article reprinted courtesy of Tim Rotolo @hubspot*

## COMFORTEL'S NEW SWIFT BARBER CHAIR

Mid century modern is Swift. Inspired by the retro vibes of a 1950's, the Swift is a compact barbers chair for the cool cats. The design features horizontal stripes upholstery while the comfortable and supportive seat is firm and well supported. Traditional styling is met with the highest grade of durability, finish and of course maximum comfort (nothing is more important). With bright chrome finishing and detailed stitching, this barbers chair is a striking accent piece to any barber shop.

Photo Credit @anthonydibarihair  
@templeofgroombarbershop  
Available through [www.comfortel.com.au](http://www.comfortel.com.au)



## NEWCASTLE-BASED BARBER TAKES HIS MOBILE GROOMING BUSINESS ON THE ROAD

Few can resist opening up to their barber as they relax in the chair. That's the aim of an initiative that couples grooming with mental health, and it was all happening at Armajun Aboriginal Health Service in Tenterfield on last month.

Walkabout Barber is the brainchild of Newcastle-based Brian Dowd, with the creed We cut hair anywhere. Mr Dowd and his team of cutters - and their customised Walkabout Barber truck - were part of a health roadshow the

service was hosting, including dental and hearing checks.

The truck had visited Inverell, Tingha and Armidale communities earlier in the year. On this tour it stopped in at Ashford before Tenterfield, continuing on to Glen Innes the next day. "Our main objective is to make people fresh on the outside, and to come out fresher on the inside," Mr Dowd said.

"The barber's chair is a magical experience especially for men. I've built the business as a healing space, for men and women to have a chat."

The operation can do upwards of 60 cuts a day, so that's a far reach. Mr Dowd said Armajun is an amazing partner to have on this journey, which is turning out to be a huge success. He hopes the Walkabout truck will be a regular visitor to Tenterfield, in conjunction with Armajun.

## FERRARI-DESIGNED MOTORS SET THE PACE



One word: Ferrari. What if clippers and trimmers could perform like a sportscar? Power, luxury and, most importantly, performance are BaBylissPRO's motto, so that's why they've collaborated with Ferrari to deliver high torque motors, stainless steel blades and cordless convenience to catapult clippers and trimmers into the future.

Dateline Imports is thrilled, once again, to be the home of new and existing BaBylissPRO tools, designed by styling professionals for styling professionals. The BaBylissPRO clipper and trimmer philosophy is simple: perfect a seamless blend of design, engineering and technology.

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Ferrari-designed motor. That's all you need to know about this clipper to realise it's a competitor, a performer and most, importantly, fast and powerful. GOLDFX is a cord/cordless lithium clipper equipped with a high torque, brushless Ferrari-designed engine.

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[www.datelinecity.com](http://www.datelinecity.com)

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