

Industry update

Saks launch new concept

Saks, the UK's biggest hair and beauty salon group, is now offering something exclusively for men and has unveiled the very first SAKS MEN - opposite the existing Saks Hair & Beauty salon in the David Lloyd Club in Leeds.

It's an exciting time for Saks with SAKS MEN potentially rolling out across David Lloyd clubs in line with a booming male grooming industry and a higher demand for niche barbering skills.

Paul Carrigan who owns Saks Hair & Beauty salon in Leeds is behind the new concept.

"With around 50% of the David Lloyd members being male, I identified an increase in demand for specialist male grooming," Paul told us. "We looked at creating a space dedicated solely to men and I'm pleased to say it has really taken off; we offer a variety of services within a cool environment topped off with highly trained master barbers and fantastic customer service."



Not to be missed

The British Master Barbers has reached its fourth annual barbering show Master Barber LIVE 2018.

This show is dedicated to inspiring their own members along with barbers, students and interested parties throughout the industry. It provides a platform for live demonstrations, trade stands, competition, networking and continued education.

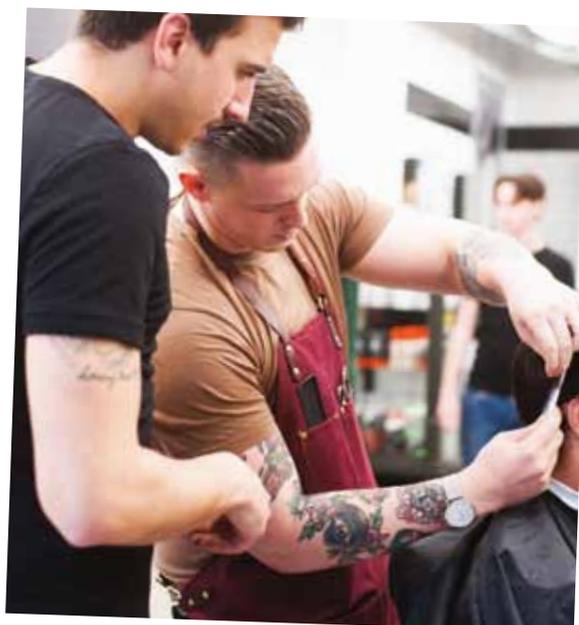
New to MBLive 2018 they will be holding a full American-style barber battle allowing British Master Barbers members from all around the UK to showcase their skills and compete for the official title of British Master Barber of the Year.

This event will be held on Sunday the 16th September at the Arora Hotel Crawley near Gatwick. After the show there are two bars and a pub located in the hotel for further networking and barber talk.

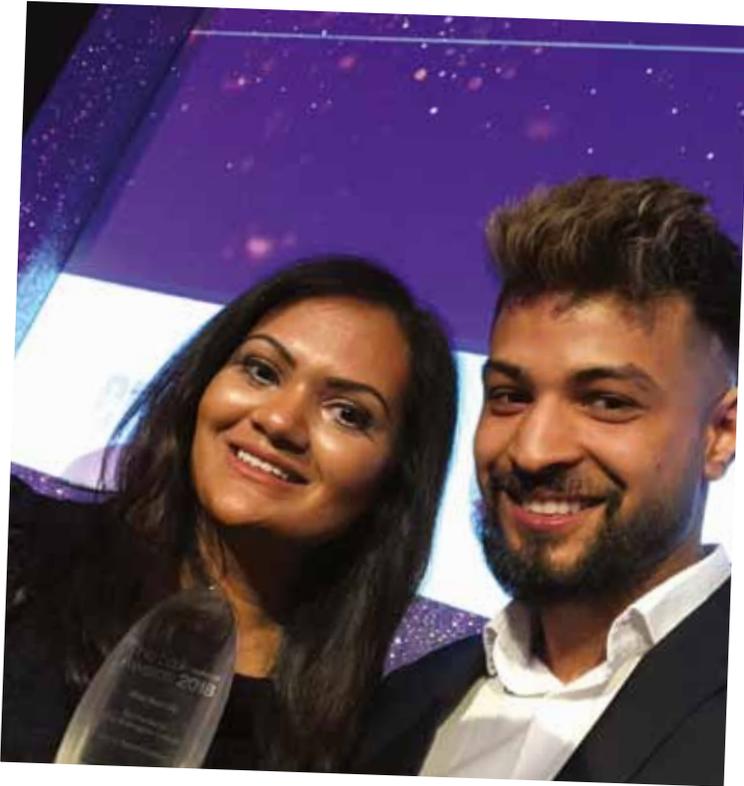


Another London School of Barbering Academy to open

London School of Barbering have announced the opening of a new premium barbering training academy in a key central London location this summer, along with their popular free service of quality haircuts for men. This is the second new training academy to be launched this year, following the recent news of the launch of a new academy in Manchester this May.



Guy & Beard wins prestigious award



Scottish entrepreneurs Usman Mohammed and partner Arti Poddar, owners of Scotland's First Shipping Container Conversion, proved their a cut about the rest after bringing home the title of 'Best Start Up' at this year's Herald's Look Awards 2018.

Guy & Beard were thrilled to receive their award at a glitzy ceremony at The Crown Plaza Hotel, Glasgow. The Look Awards first launched in 2015, and ever since the campaign has continued to recognise and award success across a total of 20 categories.

Usman and Arti launched their first walk-in barbers in September 2017 at intu Braehead (West Mall Entrance), Glasgow and have continued to grow their brand every 3-6 months.

Their plan to expand and grow the brand is on target opening their second converted barbers at Silverburn in November 2017 and their third at The Glasgow Fort in March. Usman and Arti's aim is to grow the brand as one of the leading barbers in the industry and also developing an apprenticeship programme and training academy that will be aimed at encouraging females and males to view barbering as a viable career option.

BBA to lead global alliance

The British Barbers' Association (BBA) is to lead a global alliance for men's hairdressing and barbering standards by bringing together some of the leading associations from across the world.

The Men's Global Grooming Alliance (MGGA) initiative comes after enquiries from barbers, men's hairdressers, and barbering organisations around the globe.

Many had been impressed with the high level of professionalism of British barbering and the growth of male grooming in the UK, as well as the BBA's successful initiatives to raise standards further, including training and education, prestigious competitions, working with government departments, accredited barbershops and its industry code of practice.

Barbering associations and leading male grooming companies from countries such as Australia, Canada, India, New Zealand, South Korea and the USA have already aligned



themselves with the MGGA as joint-founding members of the initiative.

The BBA will act as the lead partner of the MGGA, though it will be co-operating closely with its international partners to encourage the sharing of world-class standards, updates on Men's Grooming trends, the latest

technical guidance and good practice.

The MGGA will also be placing an emphasis on areas that the UK excels in, such as education, training, customer service, and health and safety, in order to encourage the same level of expertise and professionalism internationally.

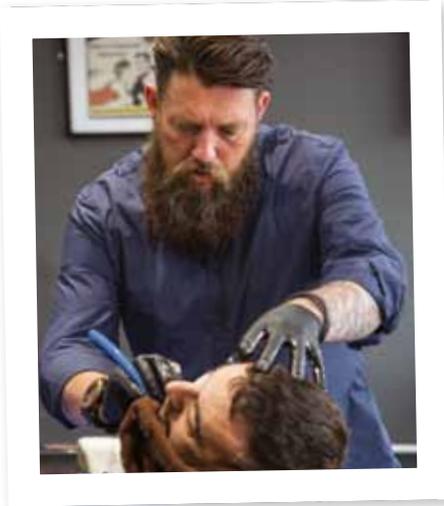
Liam Hamilton joins Bluebeards Revenge Training Team

Liam Hamilton, from Redruth, Cornwall, is the latest British barber to be named as an educator for The Bluebeards Revenge Training Team, a new roster of industry-leading barbers that are delivering expert one-day courses to hair and beauty professionals all over the world. The newly established training team is an extension of the professional services provided by premium men's grooming brand The Bluebeards Revenge.

Liam, aged 46, will be leading The Bluebeards Revenge's signature Shave Day course to salons, barbershops and colleges as the brand's official South West educator.

"I am very proud to be handpicked as an official educator for The Bluebeards Revenge," said Liam, a former military man from the Coldstream Guards. "I have previously enjoyed teaching barbering at both

Truro and Cornwall College, and currently offer in-house training at my shop Hamilton's Elite Barbershop. I have worked with The Bluebeards Revenge and its products for many years now and can't wait to share my experience with those looking to perfect the art of wet shaving."



Windsor Barbers Academy off to a great start

Windsor Barbers recently showcased a Barbering and Hairdressing Masterclass in Cardiff featuring The Darren Pitman (TDP), the multi-award winning international barbering educator and master barber. The event also included international motivational speaker and business educator David Barnett, along with Colin Shove, the creator of Salon Advantage Systems.

With practical demonstrations in classic and modern barbering techniques by Paul J. Harris and Windsor Barbers staff, the event was an example of how to combine hands-on skills with a motivational business approach.

Windsor Barbers is a working and teaching salon that's developed a reputation for excellence, and has recently launched the Windsor Barbers Academy.



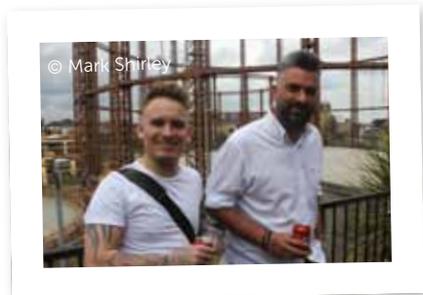
Mike is on show!

On the 15th of April the Barber Bash took over The Oval Space, Bethnal Green. This magazine's own Mike Smith had the pleasure of acting as model for Josh Kneebone, owner of Strops Barbers in Tunbridge Wells, and received a pretty cool haircut!

"It was a great experience to have my hair cut and styled by such a fantastic barber in a really dynamic atmosphere," said Mike afterwards.

"Yet another great event put on by Garry Spencer!" said Josh. "I had the pleasure of cutting on the Barber Evo stand, and Garry linked me up with Mike as my model.

"We decided to keep things traditional and classic, so a skin faded pompadour was our best option. After assessment of Mike's hair and beard I could see that it needed a new shape and structure. We created a square but natural shape incorporating a hard part to help with Mike's styling, being a skin fade we decided to descend into the



beard and sharpen that up to give us a real masculine classic look.

"There was so much talent and passion in the room - this is one of the things I love about these events; no matter how big or small your shop is, if you're an owner or an employee, we are all here for the same thing, the love of what we do. To see so many different styles of work from the classics to the more creative patterns, and the afro work was just fantastic!"

Some amazing barbers were on stage presenting fantastic haircuts from the UK, Ireland, and internationally - and the Barber Connect gang, who we'll be visiting at the start of June in Telford. The next Barber Bash will be at SWG3, Glasgow, on 24th June.