



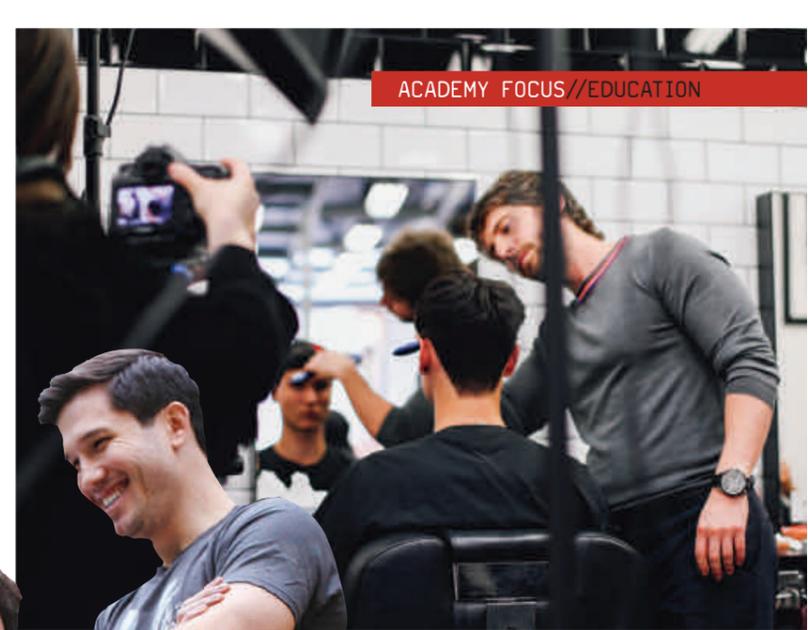
# LONDON SCHOOL OF BARBERING



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ACADEMY FOCUS//EDUCATION



COVENT GARDEN'S COBBLED PIAZZA AND STREETS ARE HOME TO OVER TWENTY THEATRES, CHARMING STREET PERFORMERS AND OF COURSE THE €7 PINT. FOR THE LAST SIX YEARS, THE VIBRANT DISTRICT HAS BEEN A DESTINATION FOR INDIVIDUALS LOOKING TO BEGIN A CAREER IN THE BARBERING INDUSTRY.

Barbering education - particularly for those entering the trade - is a somewhat contentious subject. The objective is clear: train individuals to meet the demands of the barbershop, but everything from time scales to course curriculums are debated. Apprenticeships seem to be favoured by many, but even their most fervent advocates admit to a shortage of opportunities, particularly considering the rate at which the barbering industry is growing. NVQ qualifications are currently the most widely accepted course of study and London School Of Barbering continues to be one of the UK's biggest training providers.

Six years ago, just before the so-called 'barber boom', Michael Kontos believed he had identified a gap in the market for hands-on training that transformed novices to shop-ready barbers quickly and efficiently. As a product of the revered Sassoon Academy, he could testify to the effectiveness of private academies and wanted to create something of a similarly high quality for barbering. Michael and business partner Justis McEvilly opened London School of Barbering on Drury Lane in 2012.

"Justis was actually one of my clients," explains Michael. "I cut his hair and we struck up a friendship. It wasn't long before I shared the idea of opening an academy like LSB. It just so happened that Justis really liked the idea and wanted to get involved."

LSB's diverse range of NVQ - accredited courses make barbering education accessible to all by catering to not only levels of ability but also schedules. Not everybody can take study fulltime for nine weeks, so a part-time twenty-eight-week course is also available. LSB's Diplomas In Barbering (NVQ2) and Masters In Barbering (NVQ3) are accompanied by an accredited wet shaving course and clipper fundamentals course.

"Our style of teaching involves a complete hands-on approach but in small structured classes. Each student will get the right amount of support and feedback from our educators and have plenty of practice on real models. LSB educators are responsible for checking every cut that leaves the academy and ensure students are cutting with precision and professionalism. We provide a high abundance of models so all our barbers are at a high level before graduate."

Depending on the course, students can expect to cut between one hundred and fifty to one hundred and eighty real clients. Providing an authentic barbershop shop setting is engrained in the LSB concept. After all, the point of vocational training is to arm you with the skills and knowledge to succeed in a specific industry and setting - in this case, the barbershop. Students at LSB tend to diverse individual needs of the gentlemen that book a haircut. The success of the students is a testament to the quality of education on offer.



"Jason Paphitis was a student with us three years ago and opened Groomed Barber Club in Birmingham. Jordan Stead, who was both a student and educator, now owns Trend For Men in Essex. Bryony Holman, who was a student with us in 2016, impressed so much with her skills that she came on-board as an educator and is our only and leading female educator. Troy Argones and Alex Snell built up great experience after they graduated and have recently joined us as educators which is amazing!"

The school's immersive learning experience and strong marketing has attracted individuals to the capital from across the UK and farther afield. LSB's Instagram page - which has an impressive two hundred thousand followers - gives a great insight into the learning environment. Last year alone, students from the US, Brazil, Bermuda, Israel and South Africa began their career with Michael and his team of educators.

"Last year we developed an educational resources that are exclusive to our students and help them through their training. The books and videos outline our key fundamental techniques and step-by-step processes in cutting certain haircuts. We're also constantly improving our social media channels and they're really important in showcasing what we provide. These are just some of the things we're doing to stay ahead of the competition."

LSB currently has two-leading barber academies in the capital - the first in Drury Lane and the second in Farringdon - but plans are underway for two more. Michael says a third London site will be opening in the near future and also one in Manchester. Manchester School of Barbering anyone?