INSPIRING UK & IRELAND BARBERING SUCCESS

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SCHOREM

BARBERING, BEERS AND BANTER...

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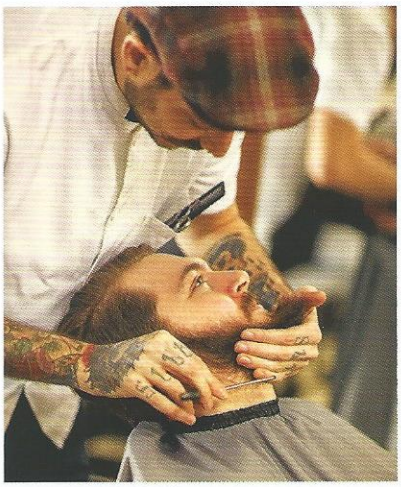
SEARCH IS ON FOR SCOTLAND'S BEST BARBER

Business is booming for Scottish barbers, with a 15% rise in the number of shops opening on high streets across the country. To celebrate, the British Barbers' Association and premium men's grooming brand, The Bluebeards Revenge, have launched a new competition to crown Scotland's Best Barber.

With trendy hairstyles popularised by the likes of David Beckham and Cristiano Ronaldo more in vogue than ever, new research conducted by the BBA Association and The Bluebeards Revenge has found that more men are paying frequent visits to their local barbers than ever before. The current fashion for the short back and sides look that requires regular maintenance is said to be fuelling the boost in numbers.



Famously parsimonious, Scots are even forking out more than ever to get the latest looks, with the average price of a haircut now 90p higher than a year ago at £12.05.

Mike Taylor, director of the British Barbers' Association, said, "Men are looking after themselves a lot more and have finally realised that the barber is the best person to cut their hair, rather than a hairdresser. There is also a rising demand for hot towel shaves and salons fail to offer this service".

To coincide with the new findings, the Scotland's Best Barber competition will see a search the length and breadth of the nation to track down the finest talent in men's hair cutting and styling.

Award winning barber Luigi Caterino, of The Italian Job shop in Galashiels, is set to take his place on the judging panel fresh from being crowned Britain's Best Shave 2015 and being appointed the official barber for Rangers FC.

The competition is open to anyone currently plying their trade on Scottish soil, with the top 25 barbers facing an online vote where examples of their work will be up for scrutiny. The top three scoring barbers will then go on to perform in the national final at the 2016 Scottish Barber trade show, held at Edinburgh's RHC over Sunday 24th and Monday 25th April.

For more information and to enter, visit www.bluebeards-revenge.co.uk/bestbarberscotland/

FUDGE PROFESSIONAL PARTNER WITH LSB

Fudge Professional has announced a partnership with the London School of Barbering that will see the academy's students trained using the brand's products and their directors and art team will act as male grooming experts on behalf of Fudge Professional.

The collaboration is set to boost both companies by offering an exchange of services that will expand their standing in the industry, and is centred on a shared commitment to delivering excellence in education.

London School of Barbering will become an official stockist of Fudge Professional as part of the move, as well as offering tailored education and hair shows for the brand's hairdressers.

Justis McEvilly, Founder and Director of the school, said, "Our collaboration with Fudge Professional is exciting since these two innovative companies have joined forces to offer the market top-class men's cutting and styling courses for professionals."

"These are companies who are excelling in their field. It's a strong association for us to be aligned alongside."

SECOND LONDON SHOP FOR RUFFIANS

Award winning barbers Ruffians have launched a second shop in London, their third in the UK.

Adding to their flagship site in Covent Garden and original premises in Edinburgh, the new store is situated in sophisticated Marylebone, just round the corner from Selfridges.

Ruffians kicked off their new shop in style with a lively launch party night on Thursday 25th February, attended by a range of models, photographers, and fashion stylists. They even took the opportunity to reveal their new self-brewed Pale Ale.

Known for their supreme customer service – the Covent Garden branch won Best Customer Experience in the UK within eight months of opening – Marylebone looks to be more of the same, serving craft beers and whiskey, or Union Roast coffee if you're after a more sober experience.

Set over two floors, the ground level exhibits a minimal design aesthetic with ceramic tiles covering the back wall. A gunmetal grey and industrial wood area is centred on a long oak table, acting as the perfect communal spot to get some work done on your laptop before or after your haircut.

The upper floor continues the wood theme with an all timber wall façade and Scandinavian design armchairs. With 11 Takara Belmont seats, the only problem is you might be seen to quicker than you'd like!

We're sure it's going to yet another tremendous success for the team at Ruffians, and, from our Glasgow HQ, BarberNV would be remiss if we didn't mention their selection of Tunnock's Teacakes and Caramel Wafers – a tasty nod to their Scottish heritage.