

Spotlight

WINDSOR BARBERS



WHAT: A barbers with 7 Stylist Stations, 2 VIP Suites & 5 Stylists

WHERE: Cardiff City Centre, Business District

WHO: Paul & Sarah Harris

PRODUCTS: Paul Mitchell®, MITCH® and Tea Tree

CLIENTELE: Affluent male guests

We caught up with Paul and Sarah, co-owner of the successful Windsor Barbers, voted 'Britain's Best Barbers' by Men's Health and Esquire magazines, about what makes his men's grooming business boom.

HIGH CLASS PRODUCTS TO MATCH OUR CLIENTELE

Paul says, "We focus on men's grooming, offering high class products for our affluent clientele; we have worked with MITCH for almost a year, and Paul Mitchell and Tea Tree for over 20 years. We are based in a very prestigious road in Cardiff and have a loyal guest list alongside a good percentage of walk-ins generated by our position in the city, with visitors coming for the rugby and referrals from hotels. We always offer to rebook our guests, we believe this provides a good service."

"Our Stylist Stations offer front washes, but we also have two VIP Suites where we offer

head, shoulder and neck massages, beginning with a tingling experience using Tea Tree Special Shampoo, and a hand massage using Paul Mitchell The Conditioner. We always talk through the products we are using, and The Conditioner is easy to recommend because it's so versatile and can be used for shaving and as a moisturiser too."

IT'S ALL ABOUT EDUCATING THE GUEST

"Retail is a really important part of our business, and it's all about educating the guest," explains Sarah. "We make sure we tell them what we are using, why we are using it and how to use it, then we take each product off the shelf to show the guest. We explain how the products will help their grooming regime and talk about specific concerns such as thinning hair and how we can help. I believe we are the best at what we do, and Men's Health and Esquire magazines have recognised this too."

WINDOWS WORK

"We change our window displays every 8-12 weeks. We know that we get noticed for a number of reasons, and believe that our windows are one of those factors," enthuses Sarah.



COMMUNITY MATTERS

Paul and Sarah have taken the decision not to invest in advertising, instead they have built their reputation in a number of innovative ways: "Every quarter we get involved in a different charity initiative, for example for November we have ice hockey team, The Cardiff Devils in the salon for grooming appointments. They come back in November and we vote on the best moustache grown, then shave it off for charity. This generates press and social media coverage through The Cardiff Devils and spreads the word about the salon. In the New Year we will be holding a men's grooming event in the salon, we'll link with two local companies to offer shopping opportunities over wine and canapés and have two Aston Martin's parked outside the salon to set the scene. Being voted Britain's Best Barbers has been a great PR story for us, and we promote this message in our window. It's led to many opportunities including TV work," explains Paul.

So whether Paul is performing a wet shave on actor Benedict Cumberbatch for his role in Sherlock Holmes, hosting a men's grooming event, focusing on a charity fund-raiser or working in the salon, he is a great example of a forward thinking business man who truly understands his guests and supports his community.