



Farzad's BARBERSHOP

VANCOUVER

There's a whole world of barbering out there, so every issue we bring a little international insight. Say hello to...

Farzad's Barbershop.

There is a two chair barbershop on Homer Street in the Yaletown district of Vancouver that has quite the reputation. Owners Farzad and his wife Shelley have created something special and customers come for the meticulous service and the warmest of welcomes. There's a waiting list for appointments for Farzad and his colleague Noriko but that's ok... every cut and shave is worth the wait. Farzad has come a long way to build a business like this and his story shapes his passion and his work ethic. Farzad came to Canada as an Iranian refugee in



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1994. He left the shop he owned behind and started from scratch working alongside many great barbers and learning the Canadian system and level of service, but by October 2005 Farzad had hit the city streets on foot looking for his own barbershop location. "I ended up in Yaletown seeing this empty space. I immediately saw what the shop would look like...from the placement of the chairs and sinks, to the wood panelling on the walls. The space was nothing but drywall, a rough, uneven concrete floor, had thick coats of white paint on the two large windows and had no existing plumbing but by the end of November I had signed the lease," remembers Farzad. With the help of his cousin

(and the lovely Shelley of course) Farzad built his shop after his regular working day and at weekends and after two months of hard work he was rewarded with his permit to trade. Then the real work began!

Farzad's vision of a traditional neighbourhood barbershop has been fulfilled. His clients trust that they can get a great wash and style with all the little details thrown in or a perfect razor shave in thirty minutes and they won't be late for their next appointment. He likes to keep it simple and says "At the end of the day it is not about other barbers...it is all about your clients! When we opened in 2006 and for several years after that, Farzad's Barbershop was the only barbershop in the

Persian expression: The bigger the roof you have the more snow you have to shovel! #barberwisdom

neighbourhood and I think people really liked the fact that here was an 'old school barbershop' and not another salon. We keep things simple and efficient while still taking care of every detail. Eleven years later, it feels fantastic to be fully booked six days a week, twelve hours a day and for our clients still to see us as the 'neighbourhood barber shop'. We couldn't be happier and we never take anything for granted."

Farzad has recently begun running shaving classes in British Columbia and beyond such as Rotterdam and Stockholm and while he welcomes the opportunity, he remains focused on his core vision. He says "The truth is that we have established this little family-run shop in a busy, vibrant neighbourhood and we have the best clients anyone could ever hope to have. We work hard to keep this small shop going because we love what we do and love coming to work every day. This is what we want and hope to maintain in the coming years and we are always grateful for the continued support from our incredible clients! I will finish with a Persian expression: The bigger the roof you have the more snow you have to shovel!"



SHELLEY, FARZAD, NORIKO



Factoids

- OWNER**
Farzad and Shelley Salehi

OPENED
February 2006

SHOP
Two chairs, 350 sq ft

STAFF
2 barbers, Farzad and Noriko Matsuguchi

CLIENTS
Big professional clientele but very varied and all welcome.

APPTS
Sure! With text reminders too.
- PRICE**
\$35 (£20.85) each for a cut and shave. \$95 (£56.60) for the Royal Treatment inc. face, scalp and shoulder massage.

RANDOM
The owners are motorcycle enthusiasts (check out the resident BMW R85) and they don't even own a car.

MUST SEE
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