

GARRETT MICHAEL BARBERSHOP

GARRETT MICHAEL BARBERSHOP IN SALT LAKE CITY STRIVES TO CATER TO THE MODERN MAN, OFFERING MALE GROOMING SERVICES BEYOND TRADITIONAL BARBERING. OWNER DANI MARROQUIN TELLS US WHY THESE SERVICES ARE NOT ONLY EXTRA, BUT ESSENTIAL, AND HOW HER TEAM ARE DEALING WITH THE NEW SAFETY GUIDELINES.

Dani and her team describe **Garrett Michael** as "barbershop beyond," which is a fitting term for the all-encompassing male salon. As Dani explains, the shop is based around traditional barbering, but is bringing a modern touch to the old-school trade:

"Our roots are deep in the tradition of barbering, however we cater to the Modern Man offering not only clipper haircuts but scalp rituals, men's facials, nose, brow and ear waxing, a luxury straight razor shave and beard services," says Dani. Garrett Michael offers the whole salon experience, with an emphasis on shaving, beard care and a bit of self-care. The new close-contact service guidelines across North America have had an impact on barbershops and salons, and according to Dani, reintroducing the services was a tricky situation to figure out in the beginning:

"It's taken a minute to figure out, to be honest. But we're not a new establishment, we have eight strong years behind us so we leaned into that experience when the lockdown and pandemic hit. Coming from a corporate background I used that time to really define and characterize not only the services but how we approach them."

With the experience and business savvy that eight years in the industry have afforded Dani, she and the Garrett Michael team were able to push through the initial difficulties and reintroduce the services that they're known for "in a manner in which [we] not only feel comfortable with but in conjunction with state and local guidelines." This means that facials, beard services, eyebrow, ear and nose waxing are now back on the menu, and as Dani explains, clients are happy to be back in the chair for these extra services: "We've found that these luxury services are not only wanted but needed!" Garrett Michael is also available for those clients that want a barber-only experience. Dani stresses the importance of communication with clients, especially in these confusing times:

"It really comes down to communication with the client - we talk to them, we find out what they need and want and we offer one on one recommendations. We haven't been a shop that shows how to do 'at home' self-cuts or shaves, but we are here to help and offer support."



Lots of barbershops and barbers have been offering virtual support to customers through social media, but the team at Garrett Michael prefer to offer that personal level of service that comes from face-to-face communication. This may be more difficult in the age of PPE, but Dani and the team are adjusting to the new guidelines and making sure that their clients feel safe in the salon environment:

"We have to rely on the HOW not the WHY

- we have to wear PPE, period. Our focus has been on how quickly we can adapt. Did we have chapped faces? Of course! Did we have to figure out how to work around the mask with clients and towels and beards - 100%! I tell my staff we are in the service business - to service, not to be served. We adapt, we move on, and we learn from it. Of course some clients struggle with it, but I would say most are happy to wear PPE."

"WE'VE FOUND THAT THESE LUXURY SERVICES ARE NOT ONLY WANTED BUT NEEDED!"

Dani's attitude throughout reopening has been to adapt and move on with the times, however confusing the guidelines may be. Garrett Michael's clients are happy to comply, and the team are happy to communicate with them from behind the chair again.

Industry events have taken a hit this year also. Garrett Michael have their own pop-up shop service available, which they offer for events like weddings, grand openings and corporate events,