



OFF THE WAHL



THE WAHL PROFESSIONAL TEAM ARE ROCKSTARS. THE EPITOME OF MODERN BARBERING. BYRD MENA AND YADIEL RODRIGUEZ (A ROD) ARE DIGITAL POWERHOUSES MAKING BIG MOVES WITH WAHL. THE DUO TELL US ABOUT SOME OF THEIR WORK ONLINE AND HOW THEY GOT TO WHERE THEY ARE TODAY.

ON WORKING WITH WAHL:

A Platform for Good// Byrd

We're working on the Wahl Response project at the moment. We're sharing the stories of barbers all across America in cities that have been impacted by the Coronavirus and the Black Lives Matter movement and the protests surrounding that. We've all seen what's been going on this year, but it was really clear to me that other companies weren't talking about it. With Wahl, we have this incredible platform to bring light to these issues and do something about them, so we worked together to make it happen. We've been going to the cities most affected by the protests, such as Minneapolis. The barbershops are at the heart of the community. We're in Louisville right now, and there are barbershops that haven't been touched because they're so vital to the area. Lots of damage to all these other buildings, but the barbershops are untouched. It's a crazy time to be alive, and it's so important that Wahl is so tied to the community. It's beautiful; the people we visit in these barbershops are in disbelief that we're there to see them!

A Bridge Between// Yadiel

I'm so excited to be working with Wahl. We partnered up a few months ago, and obviously the Coronavirus put everything on pause, but we've been working really hard. When I was at home I couldn't wait to get started, and now we've jumped right in! We're creating videos surrounding the tools and their many benefits for posting on social media. It's all about creating a bridge between the barber and the company. It's like a hug, that feeling of having a barber represent you, and it feels the same way to us representing the brand. It's so cool to be doing this, nobody had this before. To know that the brand is there, and to know that they care... it's special. For those who haven't made it to a Wahl class, we can show them the tools through social media, how to use them, how to better yourself and your business. It's brilliant.

ON THE POWER OF SOCIAL MEDIA:

An Inspiring Community// Byrd

My whole career is based off social media, and it wasn't even about me! It was about building community. When I started Sharpfade in 2015 it was all about the barbers. Yadiel was one of the first to support us in it, actually! The whole industry has changed massively. Platforms such as Instagram and YouTube have been such a resource for barbers. Now we can be inspired by what others in the industry are doing. On the events side, the shows have grown so much. I went to Jay Majors' first show and it was maybe 200 people in a nightclub in Waterbury, Connecticut. This has grown to the Barber Expo we know today, with 15,000 people attending! Social media has some bad sides too. There's a tendency to think that everything comes easily, but it takes a lot of hard work!

A Catalyst for Change// Yadiel

Social media gave us the biggest explosion of change for the industry. When I first started in the barbershop there was no Instagram. I'd see different designs to mine and think "how the hell did they do that?" When social media came on the scene it was a gamechanger. I started learning everything I could! I started sharing my work online and my clients loved it. People were travelling to see me - that's the power of the internet! For me, seeing barbers with different styles and expertise all across the world and being able to learn from them... it's evolving barbering as we know it. Being able to work with Wahl to share and learn is amazing. ▶

"EDUCATION HAS BEEN KEY FOR ME SINCE THE BEGINNING. IT'S BEAUTIFUL. EDUCATION IS THE MOST IMPORTANT THING."



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