

# HERMANOS CAPE TOWN SOUTH AFRICA

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

## FACTOIDS

**OWNERS:** Stephan Geitlinger and Ilaria Biccari

**OPENED:** August 2017

**STAFF:** 7 barbers

**CLIENTS:** As a city centre shop, it's a hub for all kinds of clients from tourists and surfers to doctors and bankers.

**APPOINTMENTS OR WALK-INS:** Appointments encouraged, walk-ins welcome. Online and app booking is popular.

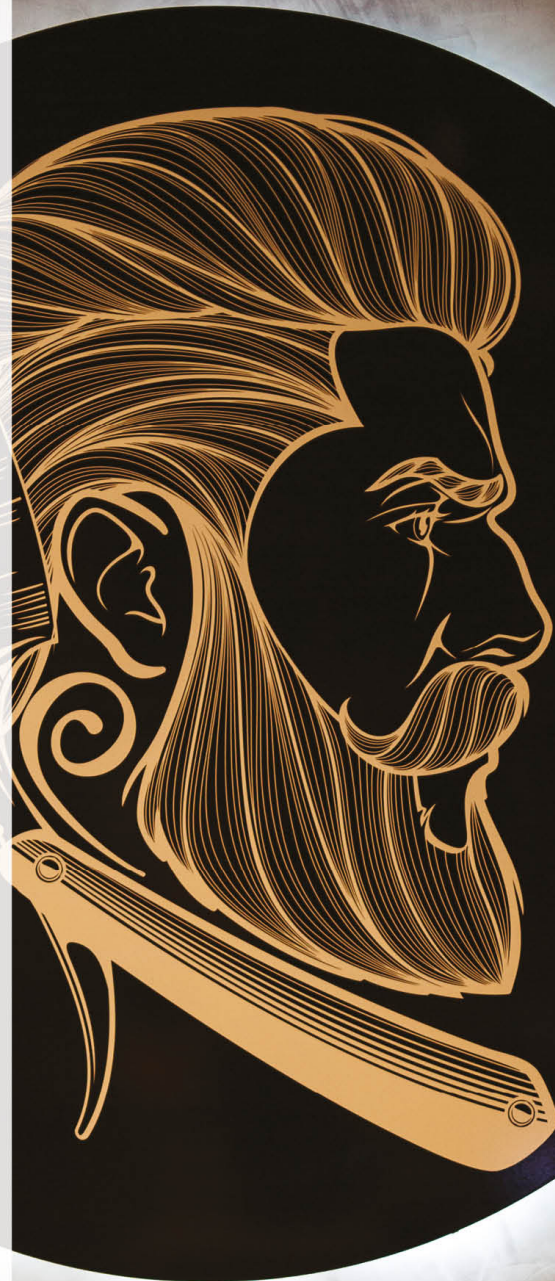
**PRICES:** 340 Rand/£18.70 for a cut  
360 Rand/£19.80 for a shave and 630 Rand/£34.60 for a combo.

**RANDOM:** The team custom designed the sinks and backwash neck support when the standard industry offering didn't meet their exacting design and look.

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Owners Stephan and Ilaria had a grand plan for Hermanos from the outset. The name means 'brothers' reflecting an inclusive business ethos built on connecting people and delivering a truly uplifting experience in a handsome environment. The shop has truly been a labour of love and every tiny detail from the custom designed backwash to the aromatic coffee has been carefully considered. Hermanos was born after founder Stephan spotted that the South African barber market lacked a wider customer experience beyond the cut. "Our goal was to disrupt the local industry and be a positive force for change and upliftment. We were set on creating something special and inclusive. We wanted a space where our customers could embark on a journey of rediscovery. A space combining beauty and functionality. We found an underutilised space in the heart of Cape Town's business district that we believed had amazing potential, so we made the decision to give up our corporate jobs, move cities and start the exciting but rather daunting journey. We believed so strongly in the concept, that we started building a solid team around us that also bought into our vision, with each person adding a unique skill set to the overall equation," explains Stephan. The tight knit team is as inclusive and varied as the Hermanos clientele and together they have developed and evolved the brand in ways that have disrupted the local industry. One of the greatest challenges has been raising the value proposition and the price. Stephan says "We still believe that the trade is grossly undervalued and there is enormous room for improvement. There are some highly skilled barbers in South Africa but overall the lack of schools and education dedicated and focused on barbering in South Africa poses a big challenge. On the whole, the South African barbering industry has large potential for development, and in our view it is still in its infancy. This industry can also be a change agent and we can influence positivity in our local community, which is what we have tried to harness. If each client leaves feeling well cared for, positive and the best version of themselves, it will spill over to their life and other environments which is something that is needed in our country."



PHOTOGRAPHY: FRANK NASH

The founders have worked hard to offer pay structures that encourage barbers to stay and invest in themselves through training. It's a culture that is paying off and through consistent service, a strong brand and a premium proposition and experience Hermanos is truly changing the game for the local industry. For Stephan and Ilaria the plan has always been about positive outcomes for everyone involved in the brand. "We believe in the basic principal that all stakeholders should win; the customer, the barber, the community, the industry at large and the business owner. We needed to demonstrate and communicate the value proposition through various mechanisms...conviction of our capabilities, consistent service delivery, premium products, strong brand presence and brand associations and ultimately a consistently great overall experience from the moment the customer enters our space. Above all else,

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we absolutely love that our customers leave with positivity and a renewed sense of spirit. Enabling our clients to feel and look the best version of themselves is extremely rewarding, and the connections we have built along the way have been amazing. We love that our clients, barbers and suppliers seem to feel invested in our business and the journey of our brand and that

they have made a contribution to the success we've had so far," says Stephan.

It's a great start for Hermanos and now the brand has momentum the founders aren't planning on stopping. "More shops, continued disruption and a greater shift in the South African industry

is part of our future strategy; our plan is to train, educate and uplift as many barbers as possible AND to maintain a consistently unique, quality experience for our customers!" Now that sounds like a plan!