



Ruffians



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**MODERN**

At the opposite end of the spectrum is the much more modern and fashionable barbershop. It comes with the advantage of not requiring months searching antique shops for specific pieces, although you might find yourself in IKEA instead!

As much a lifestyle brand as a barbershop, **Ruffians** has recently opened a new branch in London’s Marylebone and it’s become the modern man’s sanctuary in the heart of the capital. Fusing traditional barbershop values with the brand’s Scottish heritage and contemporary styling.

“I’d like to say it all came together in one big design plan, but it didn’t,” admits Adam Brady, Ruffians PR Manager. “We’ve accumulated certain things since it’s been open, including a massive highland cow head which is a recent purchase to embrace our Scottish roots.”

An unusual centrepiece for sure! But not everything in Ruffians is as eccentric with that. They’ve teamed up with Takara Belmont to offer their customers state-of-the-art Apollos, what Adam calls “the Rolls Royce of chairs”. Customised in Ruffians blue, right from the off they let the customer know they are in an upmarket store where they will be treated well.

The modernity of the chairs is offset by vintage pieces including a large dresser from a French farmhouse dating back to the early 1900s, while the walls are currently adorned with a collection of artworks from esteemed illustrator Robin Mackney.

Adam says: “We try not to just be a corporate company. We take into account each shop’s personal character and try to create a look that’s appealing to everybody rather than a niche. Our demographic is 15-75 so we try not to be too stylised. Some barbers, like Savills, have it down to a tee and that’s fantastic, but for London this is what we wanted. It represents our ethos, which is less barbershoppy, more lifestyle. By doing that we’re integrating design, lifestyle, drinks, and events along with haircuts.”

Focusing on a younger clientele, **Stylus** in Salisbury is a contemporary barbershop with a unique twist – their feature wall has helped them become the talk of the town and attracted new custom.

Co-owner David Campbell spotted the opportunity to take advantage of the large windows covering the front of the shop as soon as they started.

“We were aware the whole shop would be on display so we wanted to keep it as bright and inviting as possible,” he tells us. “That

way people could look in and see everything straight away. We wanted to stick with the traditional barbering colours of red, white, and black but in a modern way – modern sofas, all smooth and curved.”

It was a calculated effort to offer something different from their competitors, with Stylus specialising in modern hairstyles and fades they wanted to attract the younger crowd and their regularly customised feature wall does just that. “It’s Superman at the moment but we change it every few months, depending on how we feel. We’ve used the company Wallsauce since we opened and have a great working relationship with them now. We email them directly if we need something and they suggest ideas we could use.

“People like it because every time it changes it gives the shop a different feel, even though it’s only one small part of a wall. As soon as we put Superman in we got kids stopping in the street with their mums to look at it. Then a few days later they’d be in getting their haircut, probably because they nagged their mum about going back to see Superman!”

Whatever style you decide to go for, being unique and standing out from the crowd is always a way to stay memorable and attract new clientele.



Stylus



*#MyBelmont*  
is an Apollo 2

**TAKARA BELMONT**

**RUFFIANS**