



ALPHA BARBERS

OPENS IN SCOTTS ALLEY



THE ALPHA BARBERS BOYS HAVE PROVEN THAT WHAT ONCE WAS A DYING ART IS NOW A LUCRATIVE PASSION. WITH TWO SUCCESSFUL BARBERSHOPS IN MELBOURNE ALREADY, THEY RECENTLY OPENED THEIR THIRD BARBERSHOP IN THE PICTURESQUE SCOTT ALLEY, A CLASSIC MELBOURNE GEM TUCKED AWAY OFF FLINDERS LANE.

Whilst surrounded by popular cafes and eateries, and in walking distance from the iconic Flinders St Station, the flagship store is rather unassuming – but that’s exactly what the owners wanted.

design and quality finishes, including black tapware, metal lights, vintage timber paneling and a feature wall made up of raw copper piping, the space is masculine yet refined. Despite the luxury makeover, the Alpha Barbers boys assure us it’s business as usual, with the

central and Hardware lane). This baby faced barber is well known in the beard biz for his hot towel face shaves; a skill he mastered in London while learning the craft under the mentorship of leading men’s grooming specialist, Daniel Rouh. For Frank, the third

THE IDEA FOR THE THIRD SHOP WAS TO CREATE SOMETHING DIFFERENT, SOMETHING THAT MATCHED OUR BRAND AND THE SERVICE WE PROVIDE TO OUR CUSTOMERS – UNASSUMING, YET WARM AND SOPHISTICATED – A TRUE BARBERSHOP EXPERIENCE.

“The idea for the third shop was to create something different, something that matched our brand and the service we provide to our customers – unassuming, yet warm and sophisticated – a true barbershop experience,” says co-owner Frank Bazzano. To that end, the space, designed by Italian architect Edo Luis Donatti, does not disappoint. With high end

same quality service – refreshingly modest and affordable (no appointment necessary). “We love what we do, and our philosophy has been the same from the start, offer quality barbering for a reasonable price,” says Frank. The new digs are currently under the management of Frank (who also co-owns their two sister stores Alpha Barbers Melbourne

store is the realisation of a dream, “it’s not about just cutting hair – it’s an art form, a passion. It might sound silly, but just little things like using the scissors, the blades and the clippers correctly – these things count.” So if your facial fuzz needs some love, do yourself a favour and give the boys a visit at one of their Alpha Barbers salons.

What was once
a dying art, is
our profession.

HARDWARE LANE
36>38 hardware lane, melbourne

MELBOURNE CENTRAL
shop LG 10 Melbourne Central, melbourne

FLINDERS LANE
scott alley, melbourne

ALPHABARBERS

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