

9

BARBERINO'S

A vintage teal scooter is parked on a cobblestone street in front of a brick building. The building features a wooden door with a small window and a set of concrete steps leading up to it. A small white sign with the number '9' is mounted on the brick wall above the steps. The scooter is parked on a metal kickstand and is positioned in front of a dark, ornate metal gate. The overall scene is set in a classic, European-style urban environment.

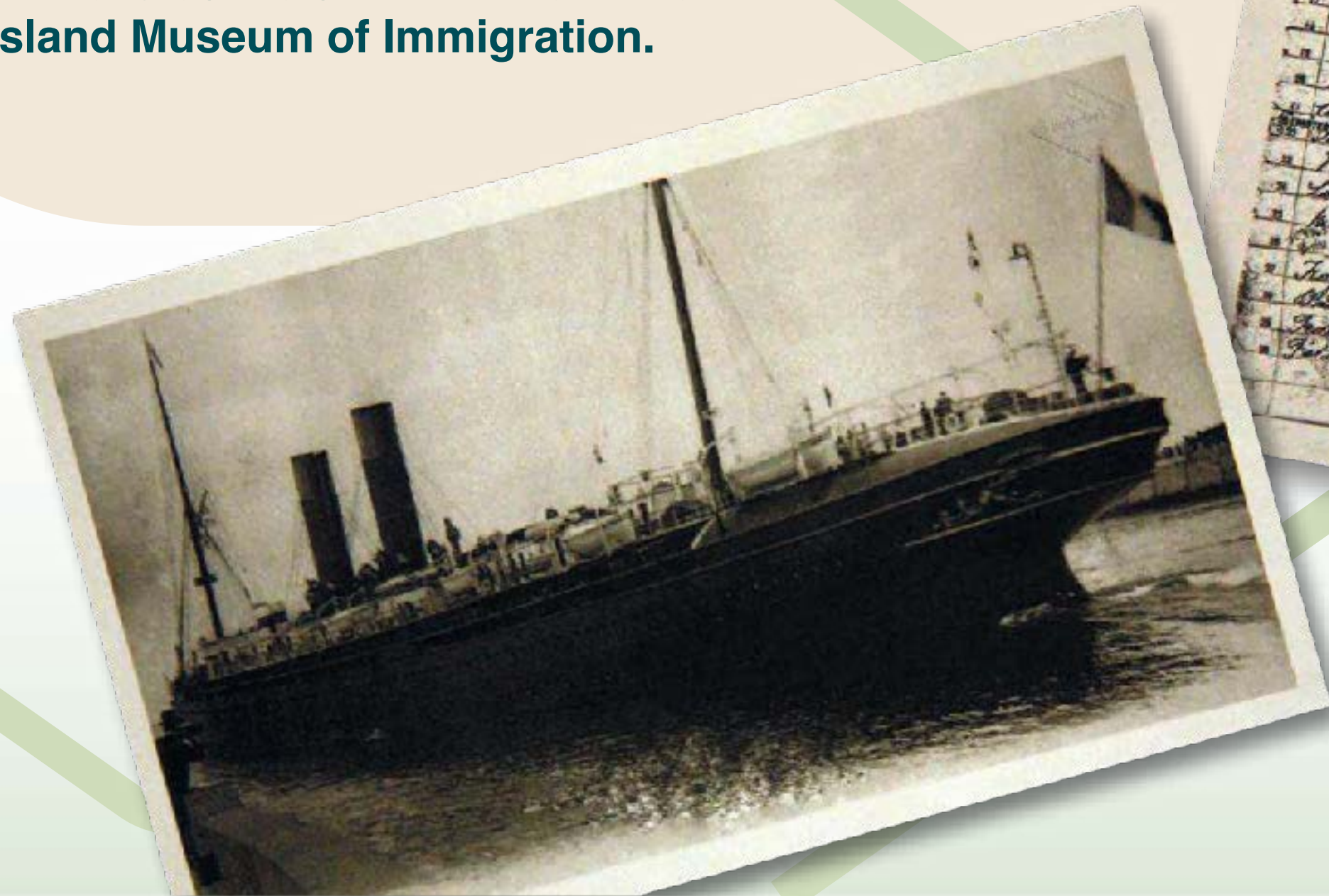
PER SENTIRSI BELLO SEMPRE

## HOW IT ALL STARTED

The name Barberino's has an important legacy: in **1910**, Giovanni Callegari, great grandfather of one of the founders, left his small hometown in Italy for the **United States**, where he started working as a barber.

His impeccable style and youthful appearance made him famous in the international community of Boston, earning the nickname "**Barberino**".

His track records are still available at the **Ellis Island Museum of Immigration**.



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Required by the regulations of the Secretary of Commerce and Labor of the United States, under Act of Congress approved February 20, 1907, to be delivered

**LIST OR MANIFEST OF ALIEN PASSENGERS FOR THE UNITED STATES**

S.S. *La Bretagne* sailing from *Le Havre* April 16 1910

No.	Full Name	Age	Sex	Profession	Country of Birth	Place of Birth	Destination	Remarks
1	Calio	25	M	Student	Italy	Genoa	Brooklyn	
2	Dezani	25	M	Student	Italy	Genoa	Brooklyn	
3	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
4	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
5	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
6	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
7	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
8	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
9	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
10	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
11	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
12	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
13	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
14	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
15	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
16	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
17	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
18	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
19	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
20	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
21	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
22	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
23	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
24	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
25	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
26	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
27	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
28	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
29	Dezani	25	F	Student	Italy	Genoa	Brooklyn	
30	Dezani	25	F	Student	Italy	Genoa	Brooklyn	

# BARBERINO'S IN A NUTSHELL



◀ BARBERINO'S ▶

**1.**

We help all men discover what makes them feel beautiful and good

**2.**

We set the standards for the Italian-style grooming experience

**3.**

We focus on the importance of self-care and quality time



# WHO WE ARE: VISION, MISSION & VALUES

OUR DREAM IS TO HELP ALL MEN DISCOVER WHAT MAKES THEM FEEL BEAUTIFUL AND GOOD BY CREATING THE ITALIAN-STYLE WELLNESS EXPERIENCE THROUGH RITUALS, PRODUCTS AND TREATMENTS



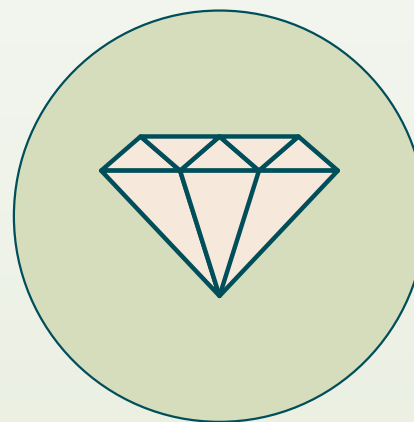
**ITALIAN  
LIFESTYLE**



**CRAFTMANSHIP**



**ICONIC  
LOCATIONS**



**AFFORDABLE  
LUXURY**

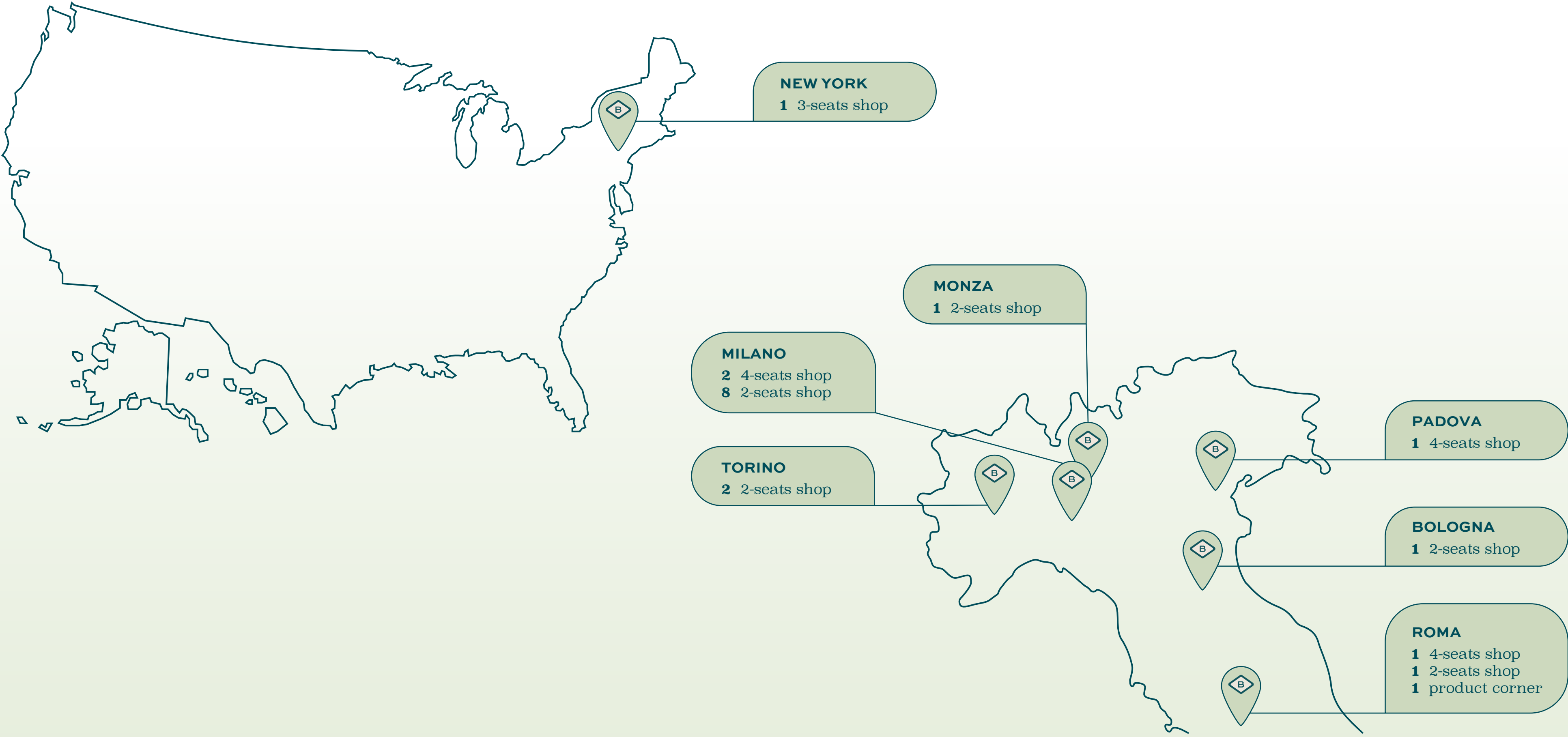


**FULL PRODUCT  
OFFER**



**DIGITAL  
APPROACH**

# WE ARE DIRECTLY OPERATING 18 SHOPS IN 6 MAIN ITALIAN CITIES AND 1 BRAND NEW SHOP IN NEW YORK CITY



# OUR BARBER SHOPS ARE KEY TO BUILDING BRAND REPUTATION

They are the **first interaction** with the brand



**Deliver experience**, education and consulting on services and products



**Onboarding** customers and making them **members**

## BARBERINO'S TREATMENTS ARE BASED ON THE IMPORTANCE OF TIME

- **Strong brand identity:** classic and timeless design in the '900 style. Prevalence of Barberino's green
- **Format:** intimate and comfortable. Shops of around 40-50m?
- **From 2 to 4 seats** with welcome lounge
- Unique and exclusive locations in the old town centers



# OUR EXPERIENCE CONTINUES AT HOME THANKS TO OUR MADE IN ITALY PRODUCT COLLECTION



Haircare & Styling

SKU 7  
PRICE RANGE 16-22 €



Shaving

SKU 5  
PRICE RANGE 12-30 €



Beard & Skin care

SKU 6  
PRICE RANGE 15-45 €



Fragrances

SKU 3  
PRICE RANGE 85 €



# BARBERINO'S PRODUCTS CAN BE WHOLESALD VIA SELECTED PARTNERS



Possibility to have personalized shelves

Selected premium retailers



Full product range available

# BARBERINO'S MEN ARE URBAN PROFESSIONALS WHO LOVE INVESTING TIME IN SELF-CARE

Self-employed, entrepreneurs, white collars with above the average income



Cultured, curious and discerning



Educated men of metropolis, aging 25 - 50





Self indulgent, consider luxury a lifestyle and not an ostentation

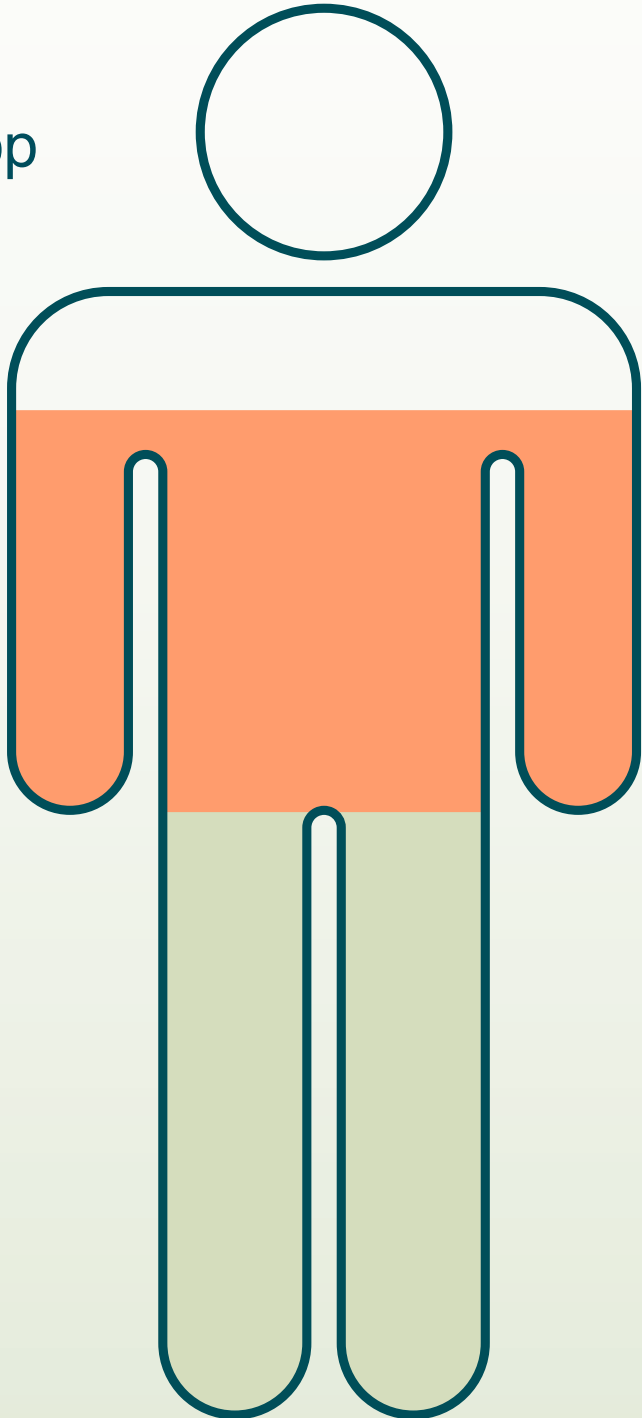
Mature but youthful, worldly and well-travelled, confident and styled

# BARBERINO'S COMMUNITY IS OUR FIRST BRAND AMBASSADOR

## #1 IN TERMS OF CLIENTS

95k Total Clients

-  O/W 65K registered
-  O/W 47K using our app



## #1 IN ITALY IN TERMS OF REPUTATION



2,803

Total reviews on Google



4.7/5 AVERAGE SCORE

## #1 IN TERMS OF SOCIAL COMMUNITY



222,489

Reach

6,072

Total Followers



4,629,511

Reach

39,335

Total Followers



17,736

Reach

5,725

Total Followers

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