



BUSINESS SPOTLIGHT

Primos offers old-fashioned barbershop experience

BY LINDA RODRIGUEZ BERNFELD

For years, cousins Danny Roblejo and Eddie Aja wanted to go into business together. About a year ago, their quest became serious and they researched a variety of franchises they could buy into.

"We loved the barber shop experience," Roblejo says.

However, they didn't like the franchise barber shops they researched. Instead, they decided to open their own shop and call it Primos. They found a location in Dadeland Plaza, 9497 S. Dixie Hwy., and opened in August, 2010. The shop has already built a steady client base.

"When you go inside, you feel comfortable, relaxed and at home," Roblejo says. "The old-style barbershop chairs and staff are comforting and immediately put you at ease. The haircut includes the shampoo and a neck and shoulder massage. Most haircuts take 30-40 minutes."

The four barbers in the shop can render any style of haircut and they are equally good with the razor. And then there is the highlight of going to a barber shop — the hot towel shave.

"It's a fantastic experience; every man who hasn't had a hot towel shave should make it to Primos to get one" Roblejo says.

The cousins say they wanted their shop to be a more upscale type of barber shop, a place where men could go to relax and feel comfortable.



Cousins Danny Roblejo (left) and Eddie Aja opened Primos in Pinecrest a year ago.

"A place where they don't feel rushed, where the music is great and the company is great," Aja says. "If they want to watch TV, every one of our chair stations has a flat screen TV."

Because they wanted everyone to be comfortable, the cousins brought top-of-the-line barber chairs.

"We want men to look forward to getting a haircut," Aja says.

Not only did they want to make Primos a good experience for clients, they have worked hard to make it a good place for barbers to work.

"We started out with two barbers and we still have those two barbers, which is kind of an anomaly in the industry," says Aja. "That's the strength my cousin and I can provide. We don't look at the barbers as a number. We treat them fairly."

Primos now has four barbers and they have been interviewing for more. Aja says they are being very selective in who

they chose.

"We want them to be up to the task and we want them to get along with the other barbers we have," Aja says. "When you work in the same space, it's imperative that you get along. That's very important to us."

The cousins are adding manicures to the service offerings at Primos, as well as hair coloring. The barber shop carries mois-

turizers, eye creams, sun screen, lip balm and deodorant. They also have brushes and shaving products. Product lines include Truefitt and Hill and American Crew.

Starting a business can be risky, especially in this up and down economy. But Primos was helped by a satisfied customer, Mitch Panter, of Panter, Panter and Sampedro.

"About a year ago I wandered into Primos Barber Shop for an old-style haircut and a shave," Panter says. "I walked out a new man. Primos has not only grown its business by word of mouth, but by being involved in the community. Primos joined the Pinecrest Business Association and became an instant hit with the group."

For more information, call 305-631-2646 or visit <www.primosbarbershop.com>.