

Pinecrest

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Primos is a full-service barber shop

BY NANCY EAGLETON

Primos Barber Shop in Pinecrest offers men haircuts, hot shaves, shoe shine service and grooming products in a place that's designed with men in mind.

"We wanted to create a shop that wasn't just a place to get a haircut," said Danny Roblejo, co-owner of Primos. "We wanted to create a place where men could enjoy the process and the experience, like women do at a salon."

Like an old-fashioned barber shop, Primos features black and white flooring with vintage-style ceiling fans. That's all that's old fashioned at Primos, though. Modern day comforts include oversized, comfortable barber chairs, flat screen TVs at each station and Wi-Fi. Roblejo also stocks his magazine rack with over 30 current choices, offers complimentary beverages and plays a wide variety of music to create a relaxed atmosphere.

"Each of the six barber stations has its own sink, so clients can sit down, relax and not move from one station to another for a shampoo or hot shave," said Roblejo. "We offer a shampoo and neck and shoulder massage with every haircut."

Roblejo, who was born and raised in Miami, opened Primos with his cousin, Edmundo Aja. The name, Primos, is fitting because it means "cousins" in Spanish. Roblejo worked with Enterprise Rent-A-Car for many years and when it was time to make a change, he knew he wanted

to open his own business.

Roblejo recruited two experienced barbers when he opened Primos in August and they are trained in scissor cuts, clipper cuts and hot shaves. Boys and men of all ages are welcome at Primos.

Primos carries the popular American Crew hair care products and is one of the few places that carry the luxury shaving products from Truefitt and Hill, based in London.

"We use Truefitt and Hill products on our clients for our hot shaves. The products feel great on the skin and many of our clients have purchased the products after trying them," said Roblejo.

Primos gift cards will soon be available. A hair or shaving product, cigar or grooming tool packaged in the attractive Primos gift bags make a great "anytime" gift for men.

Roblejo said that Primos will also host groups who would like to come in together for the ultimate barber shop experience. Groom parties,



Danny Roblejo and Edmundo Aja invite you to stop by Primos Barber Shop.

business meetings and all other special occasions are welcome.

Primos is open Monday through Friday, 9 a.m. to 7 p.m., and Saturday, 9 a.m. to 6 p.m. The barber shop is conveniently located in Dadeland Plaza on South Dixie Highway across from Datan and Dadeland Towers, making it easy for executives to stop in during lunch or on the way home from the office. Walk-ins and appointments are welcome.

Primos Barber Shop is located right next to Miss Saigon at 9497 S. Dixie Hwy. and the phone number is 305-631-2646. For more information, go online to <www.primosbarbershop.com>.