

THE 10 MINUTE CHAT

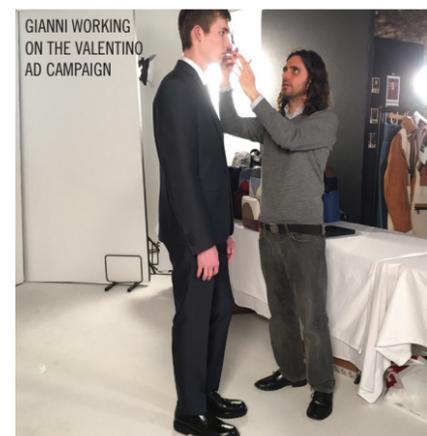
Gianni Scumaci began his career sweeping floors in his father's barbershop at age seven. The years since have seen him catapulted to the upper echelons of the fashion industry but he always returns to education and sharing his contagious love of hair. MB found out why his barbershop roots helped form a strong work ethic and a true feel for hair.



GIANNI WORKING ALONGSIDE HIS DAD AT HIS DADS BARBERSHOP IN LINCOLN

M B: TELL ME A LITTLE ABOUT YOUR BACKGROUND AND YOUR BARBERING HERITAGE?

GS: I am named after my grandfather who began cutting hair as a prisoner of war. After the war he married my English grandmother who got him a job at the barbershop next door to their home. I'm a third generation hair professional and my dad just retired after 51 years behind the same chair in his own shop in Lincoln. I have extended family, seventeen members are all barbers in the area and my cousin has taken over my dad's shop. My career started when I was seven and I wanted a Rubik's Cube for £6.99, so Dad told me I could earn the money in the shop working 10 till 5 for £2. He used to open at 6am so on the third week I worked 6 till 5 and he still gave me £2. When I questioned it he told me that 'if the only reason you are going to work is for the money, you are doing it for the wrong reason', that really stuck with me. I started to really look at the cuts he was doing, watching and learning. It became my passion and I did my first men's cut at age nine and by 13 I was cutting at school for my friends and teachers. Then my dad got me a job with a local unisex salon and I began cutting men's hair commercially, the owner



GIANNI WORKING ON THE VALENTINO AD CAMPAIGN



GIANNI'S FIRST PUBLISHED WORK IN ID MAGAZINE

"I'M VERY FORTUNATE THAT I HAD THE EARLY SUPPORT FROM MY DAD. I WOULD SAY IT'S A NATURAL APPROACH. I HAVE MY OWN TRAINING COMPANY, GS EDUCATION AND IT'S WHAT I TEACH."

Keith Reeve taught me so much and gave me so many opportunities. His shop did a lot of stage education and shows and he gave me the chance to go on stage at 13 or 14. He was such an incredible showman and gave me so much confidence. My mum had also told me all about Vidal Sassoon, she idolised him. I decided to apply for an apprenticeship there. I wanted to be the best I could be at everything and I never thought I could master ladies hair. I just walked into head office in London and asked for a job. I had some incredible hair mentors like Scott Cottis and Uwe Breuer and it was my barbering experience that underpinned everything and got me through my ladies training.