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New Lewiston businesses SPRING FORWARD (cont.)

VINTAGE BARBER

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Cruz specialized in a razor cut. Stephens, on the other hand, "My nickname is 'The Whippersnapper.' I was taught by Terry, like the old kind of Italian way, which is clipper over comb," he said. "So, I use my comb and my clipper. You could tell me anything and I could make it work. ..."

"I'm more of an all-around barber, where I can basically do it all."

Stephens said this style is "a very expressive way to do hair-cutting, because, like I said, you're taking that clipper, you're angling it, and slicing. Once it's gone, it's gone. If I wasn't doing that right, then people would not be coming back to me."

"I consider it an art. I love that. It challenges me. And I still learn; I'm still learning every day, which is great."

The Vintage Barber offers haircuts, beard trims, hot lather neck shave and a hot towel facial.

The décor is a mix of modern and yesteryear, with historical accents – posters and instruments – hanging on the walls.

"It's a historical town," Lynn said. "And we're right on Center Street. This building's over 200 years old. So, we thought the Vintage Barber would be a great name – and those are the vintage barber tools we



Aaron Stephens at The Vintage Barber.

have framed. And then that King Henry (painting) addressing the surgeons and the barbers. So, we kind of wanted to get a vintage feel for the place since we are in a historical town."

Aaron said, "And the chairs; we want it to be more of like ...

"More like a spa feeling than a barbershop," Lynn said.

"Not those uncomfortable chairs," he said. "We want everything to be classy, clean, especially now with the pandemic. We want everything to be clean. ... We make sure everything is spotless."

Patron Gene Riley said, "I have lived in Lewiston for 10 years. I started having my haircut at Aaron's about three years ago. Prior to that, I used to have my haircut with Vince in Youngstown. He passed away unexpectedly. I have become so comfortable with Aaron's services – I just walk in without saying a word, and Aaron cuts my hair just the way I like it. That is not to say we don't have interesting conversations while getting my haircut. We talk about all different subjects, and I plan to use Aaron's services while I remain in Lewiston."

"Did it come natural to me? No,"

Stephens said. "I had to work really hard."

He explained, "When I went to school at Buffalo School of Barbering, it was brand-new. It had just opened up. I was in the first class of the school. Now there's like a waiting list to get in. I was actually the first person to graduate from that school and get a barbering license – and probably to be employed as well. Mr. Nick (instructor Thomas Nichols) actually tells every class that.

"I had to work my butt off, because I had never picked up a clipper before. So, once I got a job with Terry Collesano, it was awesome, because he's a very old-fashioned barber. I would spend a lot of time with him, watching him, watching, watching, and then cutting, and making mistakes, learning from mistakes, and then it just clicked. He said you have doubts in the beginning. You're going to be scared, but stick with it and then it's going to click one day. And it did.

"I'm still learning. Every day I still learn from work. This job challenges me, which is cool."

The Vintage Barber is located at 744 Center St. Stop in or call 804-3282 for an appointment.

See the ad on Page 1 for days, hours and a special discount.

New Lewiston businesses SPRING FORWARD (cont.): The Rose Hanger

Sara Morreale is moving her popular clothing boutique, The Rose Hanger, from 480 to 411 Center St., right next to Hennepin Park.

"The goal is to be open early June," she said. "We have quite a bit of work to do but, if all goes as planned, that is the goal."

As far as layout goes, "The first floor is all going to be store, and then the second floor is gonna be my more behind-the-scenes stuff – like my stock room, office, break room, etc.," she said. "But the entire first floor will all be shoppable space, which is double the square-footage of what I have right now.

So, I'm not necessarily going to have any more product; it's just going to be easier to shop."

A multistory building will provide more opportunities for The Rose Hanger, which Morreale, pictured



above, calls "a young contemporary shop that has brands from all over the world. Most of my companies are LA-based, but I have things from Australia, the U.K. I'm constantly bringing in new product. I also have some local people in here, as well,

like Spaghetti & Meatballs greeting cards, Flat Ghost Collection Jewelry. I like to bring in local people that are also small, women-owned businesses, as well, and kind of highlight them in here. I definitely have a vibe for the younger girl who's



looking to be trendy and have the current styles."

Like many other Lewiston business owners, Morreale has found new ways to reach customers – and new items to sell – over the course of the pandemic.

"We definitely had to change gears a little bit," she said. "I have a lot more loungewear in the store than I've had in the past. We did a lot of online stuff that I didn't have previously as well. Things like an app in the App Store is something I came up with in the last year. I've done substantial upgrades to my website. In-store pickup is still an option; sometimes people order online and come get things in store.

"I've been very lucky. People have been super supportive of the small businesses, especially here in Lewiston, and I have been able to have a decent year, considering what's going on."

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