

Mimmo & Saverio (barbiere)

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business description: Coiffeur Mimmo & Saverio SNC on via Isonzo 5 is the story of two brothers whose creativity has made them capable of dictating fashions and continuously reinvent themselves. This historic shop was opened on 25 May 1975 on via Rivolta by Mimmo Galluzzo who was joined a short time later by his brother Saverio. Both have gained valuable experience at this time. Mimmo learnt the basic techniques of the trade at a young age in his native home of Calabria and honed his skills in Turin with a great teacher like Salvatore Giacco, twice world champion. Finally, in Alessandria he works with Pasqualino, who was well-known and highly appreciated. Saverio, on the other hand, arrives in Alessandria and gains experience with Piero on via Bergamo. The business, originally for men only, changes address several times: in 1989, it moves to piazza Mentana, in 1994, to corso Lamarmora and in 2005, to via Isonzo. Mimmo and Saverio immediately stand out for their originality, creating fashions which are appreciated by the young people, from the flick to the bob, and end up being widely imitated by all of Alessandria and beyond. The 1970s is a highly successful period for them with the formation of a clientele which will remain loyal throughout the decades, despite the many changes of address. Next to customers who have grown with them, the ability of the two brothers to reinvent themselves makes them a reference point for the young people who find the most up-to-date styles for the different trends of every period. Mimmo and Saverio have achieved fame that goes beyond Alessandria and the province with a national and international clientele. In 2006, following the thirty-year use of professional high quality hair products, and thanks to the experience gained in the industry, they research and produce their first gel in the "Onda verde natura" and "Onda azzurra marina" version. Since 2011, to satisfy the growing demand and specific needs of the customers, they have been producing an entire range of professional products which characterize the "Hair care & hair style" lines. In 2012, they complete the production range with the innovative "Onda black gel cream", able to beautifully darken graying hair, and introduce important innovations to the existing products starting nationwide distribution. Their products are also highly appreciated in America. Meanwhile, in September 2014, they renew the historic salon on via Isonzo 5 towards a new phase of unisex revival of their style. They have two assistants (they have always had employees) who also deal with aesthetics and treatments for women. Mimmo & Saverio truly represent the ability to always look to the future, while maintaining the relationships established with customers over time.

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