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02 THE BARBERS-CUM-BOOKSHOP STOCKHOLM

The firm

Barber & Books is the brainchild of husband and wife team Håkan and Catarina Ström, who decided to combine their two passions and launch a business together. Part bookshop (Catarina is a writer and buys in the glossy coffee-table titles) and part barbers (Håkan is a hairdresser who wanted to bring back good old-fashioned cuts and wet shaves) the shop opened in Stockholm two years ago and is proving a hit with locals.

The space

Catarina and Håkan renovated a space on the ground floor of an old building dating from 1905. They kept original details (such as the lovely tiled and wooden floor) but also knocked through walls to create a cosy, traditional feel. "We wanted to make it look like an old 1920s barbershop and bookshop," explains Catarina. They didn't hire an architect but designed the open-plan space themselves, working with a friend who is a carpenter to make the bespoke painted shelves. Here books, hair products and barbershop essentials, including combs from Taylor of Old Bond Street and blades from Edwin Jagger, are all neatly displayed. The barbershop area is discreetly tucked away – it features bespoke units painted red. Customers can relax on armchairs, sipping coffee and flicking through tomes as they wait for Håkan to work his magic. Catarina also likes to host photo exhibitions in the space too. — sl.se
barberandbooks.se

Why it works

- 01 **History:** A new interior doesn't have to mean a completely blank canvas – keep original details for a sensitive restoration.
- 02 **Planning:** Use colour to create zones when it's all open-plan.
- 03 **Quality:** Don't scrimp. Support local labour and hire good craftsmen.



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- 1) Husband and wife team Håkan and Catarina
- 2) Håkan at work
- 3) Red-painted shelves in the barbers space
- 4) Original features add to the traditional feel
- 5) A customer browses the hair care products
- 6) Products are carefully displayed
- 7) Razor blades neatly laid out
- 8) Books curated by Catarina



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