

TRADITION MEETS EXCELLENCE



IN THE WORLD OF TRADITIONAL BARBERING, FEW NAMES RESONATE WITH AUTHENTICITY AND SKILL LIKE IGOR SADURSKII. KNOWN FOR HIS DEDICATION TO CLASSIC BARBERING STYLES AND PRECISE TECHNIQUES, IGOR HAS CARVED OUT A NICHE WHERE DETAIL AND TRADITION REIGN SUPREME. AT THE HEART OF HIS CRAFT ARE HIS TRUSTED HEINIGER TOOLS, AND HERE, HE EXPLAINED EXACTLY WHY THE BRAND HAS BECOME HIS GO-TO.



"I started cutting hair about seven years ago after being inspired by the barbershop Schorem—the godfathers of modern traditional barbering," Igor told us. "When I began considering a career in barbering, I had already chosen to focus on classic styles, committing to old-school hairstyles and remaining true to this direction."

"Every day, I paid close attention to classic haircuts like pompadours, slick backs, contours, and flattops. I improved my skills daily, showcasing how cool people could look with these traditional styles and explaining why they are better suited for them. Step by step, I built a community of like-minded individuals, making my work at the barbershop enjoyable, passionate, and meaningful."

And what is the importance of traditional barbering to Igor? He explained: "This isn't just cosplay for me; it's a lifestyle. I dress like an old-school barber, listen to music from the early to mid-20th century, and explore traditional barbering worldwide to provide my customers with the cleanest, most confident, and unforgettable experience possible."

"Being passionate, well-educated, experienced, and recognizable helps me remain a competitive barber in today's world of buzz cuts and mullets."

Hard work, the right attitude, and a solid marketing strategy are the keys to success in this competitive industry."

This dedication and passion towards the entire area of traditional barbering has garnered a reputation of excellence, something that clients know that Igor will provide from start to finish of a service. Speaking about the client experience, Igor noted: "I call it 'the traditional barbering service.' It's not just about cutting hair; it's about creating a recognizable and unforgettable barbering experience for customers. I use hair tonics, fancy aftershaves, shiny pomades, and always perform outlining with a straight razor, among other techniques."

"I also incorporate a lot of scissor work into my barbering. Building a clean shape and doing the right blending is what people truly appreciate—when a haircut continues to look fresh for weeks."

And when it comes to creating the traditional masterpieces that he is known for, there is one brand on the top of Igor's list: Heineiger. "Choosing high-quality tools is the foundation of success," Igor told us. "The tools are the face of the barber; they reflect our attitude. Selecting Heineiger will elevate your work to the next level."

"THE HEINIGER SIRIUS STANDS OUT TO ME. I LOVE EVERYTHING ABOUT THIS CLIPPER: ITS WEIGHT, ERGONOMIC DESIGN, AND TWO DIFFERENT POWER LEVELS WITH DETACHABLE BLADES."



"I was drawn to the detachable blades and the overall design of the tools," he said, adding: "The clippers are very powerful, which makes them great for clipper-over-comb techniques. Their ergonomic design is perfect for creating freehand fades. I truly like and enjoy using them."

"The Heineiger Sirius stands out to me. I love everything about this clipper: its weight, ergonomic design, and two different power levels with detachable blades. This clipper is perfect and exceeds any barber's dreams. For a flattop, I typically use one clipper. It works best for removing bulk and shaping the flat top using clipper-over-comb techniques. When it comes to freehand work, the Heineiger tools perform exceptionally well, allowing me to create the cleanest shapes and fades. You'll never be disappointed."

With the support of Heineiger tools, we had to ask Igor what some of his favorite and go-to styles are. "One of my favorites is the long trim pompadour. I create it in the most authentic way but with a modern twist, incorporating a taper fade," he explained. "Additionally, I apply extra texture on top to work with various grooming products. For example, I might use grooming clay or powder to create loose texture while keeping the sides slicked back with classic pomade. I also enjoy doing skin fade side parts because it allows me to showcase the fading and maintain tradition by using a straight razor shave for the bottom of the fade."

"People often ask me about the cool clippers I use, and they love the quality of the tools, especially how quietly they operate. I've become more confident in myself and my services, and I owe that to Heineiger."



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BRAIDING CREATIVITY

HEINIGER IS KNOWN FOR THEIR PRECISION, LEGACY AND CREATIVITY. THAT'S WHY HEINIGER ARTISTIC DIRECTOR, ROB BRAID, HAS EMBODIED THE ROLE SO WELL... THESE ARE THE THREE PILLARS OF HIS BARBERING WORLD. WE SAT DOWN WITH THE CO-FOUNDER OF BRAID BARBERS TO LEARN MORE ABOUT HIS JOURNEY AND JUST HOW HE'S DOING NOW.



"I'm someone who was always passionate about photography," Rob told us. "There's something about the serendipity of capturing a moment you've curated. When I combined this passion with my craft, it opened the door to so many things... including my partnership with **Heinger**."

The UK-based barbershops, Braid Barbers, of which Rob and his brother, David, are co-founders, are miles away from the birthplace of Heinger – Switzerland – and the home of Creative Director, Rex Silver, Australia. Yet, their partnership, formed over their joint creative lens, has transcended distance. Since their initial introductions, Rob has become Artistic Director of the brand – combining the elevated tools with Rob's craft and skill, to bring to life the vision of Heinger.

"I mean, I have been in the industry for over 25 years and building a presence online for 10 years. Throughout those 10 years, I've been approached by countless brands, but what stuck with Heinger

was that they were incredibly successful in the animal grooming industry. It was fascinating to me, not to mention they have built this 75-year legacy.

"Already, Heinger was a really established brand, but they were entering into this new realm of professional hairdressing and barbering. They had seen my work on social media, and I'd become acquainted with Rex, so when I got to meet the Heinger family, it really sealed the deal for me. Before, I'd always felt like a number, but with Heinger, I felt my vision was valued – and the work we could create together would be mind-blowing.

"It's as if I'm at the start of this journey with them and we're building the space in the barbering together. With so many brands, you're just a face – but with Heinger, your part of the journey. You're helping to build the success."

Since beginning his journey with Heinger, he has become an integral member of the brand, having participated in the first major marketing shoot



in early 2024 with Rex Silver and photographer Liam Oakes, as well as educating at major industry tradeshows, and so much more.

So far, Rob's role with Heinger has seen huge success, but we wanted to get behind the scenes... and learn more. So, what is it like being Artistic Director at Heinger?

"A lot of what I do is about trying to spread awareness for the brand. I produce and conceptualise a lot of our content, but I also help with the tools themselves. I test them, offer feedback and really narrow down what we need to do to continue elevating the tools. We have Rex, who is the Creative Director, and then me, who is Artistic Director – and soon, we're going to build up a team of Ambassadors to join our team," Rob said.

Throughout the last year, while Rob has been championing the Heinger brand, he has also achieved some major personal successes as well, including taking home the Australian Modern

Barbering Awards' title for International Modern Barber of the Year. Giving Heinger's global reach and popularity, this achievement speaks not only to Rob's skill in haircutting and photography, but in the tools he relies on day-to-day.

Yet, whilst Heinger is a huge part of Rob's life – his barbershop, Braid Barbers, is not taking a backseat. In fact, he regularly gets his team involved with the clippers – helping to test clippers out to get a greater scope of feedback.

"It's great because it means that we get to put the tools into practice, and see how effective they are in real time. In the shop, they're all so popular. Seriously, for their power and precision – they're fantastic. This is the recurring comment I'm getting! We can't get enough of them," Rob smiled.

Recently, Rob has even renovated his Milton Keynes shop. The Grade Two listed building that Braid Barbers resides in was notably difficult for Rob to begin refurbishment on, because of the historic

status of the building. But, after years in the works, Rob finally managed to get started on the process.

"Finally, I've managed to get things done. I really only wanted to smarten the place up and make it more practical. Before the style of the shop was stylistically vintage, but it was beginning to feel cluttered to me with the level of vintage pieces in the shop. It was a great talking point, but it was beginning to feel old to me. So, we gave the place a total overhaul. Now, it feels a lot cleaner and more open – and the place is always camera-ready, which was a huge factor to me.

"But the key for me, to build a beautiful barbershop, is building a wonderful team. My team is amazing. They're all so different in their style, abilities, and craftsmanship – which creates an amazing environment. It's about blending barbering skills, with a genuine passion and a good attitude – and having the right tools by your side."