

The Chop Shop thrives on concept, quality

Car theme permeates cool barber shop



When most people hear the expression "chop shop," they envision the site of illegal operations breaking down stolen cars into parts.

That's exactly what Big Ed had in mind around nine months ago when he and his brother, Amir, opened The Chop Shop as a uniquely conceptualized barber shop. The theme: Cars, Bikes, and all that encompasses a Garage feel.

"Our biggest draw is that we're the most original barber shop in the world," Big Ed said.

The theme permeates the Upper East-side shop. Patrons wait in car seats; bucket seating provides cool comfort; and each barber's tools are kept in a Craftsman tool box. Each work station has a shelf with a die-cast car and

motorcycle. When finished, barbers remove displaced hair with air hoses that are identical to those for tire inflation. Bathroom walls feature a decoupage of urban car scenes and culture. The back of the shop has a garage with a gate that has graffiti on it, that gives you the feel that the shop is very trendy. Meanwhile one shop wall features celebrity visitor photos and a second wall, Polaroids of local patrons.

"The attraction is simple – the environment is very cool," Big Ed said. "There are flat-screen TVs everywhere. The place is made for television."

Big Ed, however, points out that it isn't the ultra-cool theme and look that keep customers coming back – from the neighborhood and from as far away as Doral and Kendall. Rather it is the quality of work done by The Chop Shop's skilled barbers and the fact that the shop caters to all types of hair.

"We don't target anyone in particular," Big Ed said. "We can handle any type of hair and people appreciate that.

This way, anybody who likes cars and bikes finds this a fun place to get their hair cut."

The Chop Shop is located at 7283 Biscayne Boulevard in Miami. For more information call (305) 756-8102 or visit www.chopshopbarbershop.com.

"Our biggest draw is that we're the most original barber shop in the world," Big Ed said.