



November 1<sup>st</sup>, 2025

To our distinguished guests,

For over two years, we have maintained our service prices while quietly absorbing the steady rise in operational and product costs. During this time, our priority has been to preserve the exceptional standard of craftsmanship, comfort, and personal attention you've come to expect at By Design Gentlemen's Salon.

As we enter the new year, a modest price adjustment will take effect on **January 1, 2026**.

### **Why This Adjustment Is Necessary**

This decision reflects several factors shaping the modern grooming industry:

- **Sustained increases in premium product and operating costs**

Our commitment to using only high-quality tools and formulations—paired with rising supply and utility costs—has created pressures no longer feasible to absorb without compromising our standards.

- **Exceptional demand for top-tier grooming professionals**

The industry continues to experience a shortage of qualified barbers and stylists. Attracting and retaining the caliber of talent our guests deserve requires competitive compensation and ongoing investment in advanced training.

- **Alignment with luxury peers in the market**

Comparable men's grooming establishments in our category have long reflected higher pricing. This update ensures our rates remain consistent with the premium experience and expertise we deliver.

### **Looking Ahead**

Our website has been updated with a full outline of our menu changes and updated pricing. Rest assured, every adjustment supports our mission: to offer a refined, unrushed, and meticulously crafted experience—one that elevates the ritual of men's grooming. We have done our best to create more options so that you have more control over what your service will be like.

We are sincerely grateful for your loyalty and confidence in us. Thank you for allowing us to continue serving you with the level of excellence you expect and deserve.

— *By Design Gentlemen's Salon*

### **Notable service expectations**

-Time-intensive services, such as bald fades now have its own menu item. If a client wants to ensure shampoo services, please use the Deluxe haircut option

-The standard Signature haircut will now only be scheduled for 45 minutes. Because of this some clients who have a large amount of hair and/or extended periods between cuts may not receive shampoo finishes. In the past we have always noted this service is 45 minutes but allowed it to book out for one hour. No longer. For those who fall into this category and wish to guarantee shampoo services, please schedule the Deluxe haircut service. For those who have a beard trim with their cut, you may expect to have a full service with shampoo services in most instances.

