



## FOR IMMEDIATE RELEASE

### **Diesel Barbershop® Now Open in Suwanee/Johns Creek**

*Shop Provides Refreshing Sanctuary for Guys: Part Barbershop, Part Garage, And Part Arcade!*

**ATLANTA, February 11, 2020** - Diesel Barbershop® is now open in Suwanee/Johns Creek. Diesel Barbershop, a San Antonio-based chain that calls itself “a man cave for haircuts,” occupies approximately 1,200 square feet of space in the Publix Shakerag Shopping Center in Suwanee, Georgia.

Franchise owner Pete Briggs said the Diesel Barbershop appeals to what today’s men want in a haircut experience.

“Diesel Barbershop is the modern-day version of the vintage corner barbershop – a cool, comfortable, and more masculine atmosphere with a “no drama, no gossip, no kidding” attitude,” said Briggs. “I’m especially proud of our barbers and stylists who are all exceptionally trained and talented. They know how to give amazing customer service, providing every customer with just what they want. From the moment they step in the door our customers know they’re getting the best haircare experience.”

The new Shakerag shop features eight barber chairs, with a large TV at every station. The signature Diesel décor combines a mechanic’s garage vibe with movie posters and hip artwork. Visitors to Diesel Barbershop definitely get the “man cave” experience: they can watch sports, play video games, listen to vintage music (and pick their own favorites!), and enjoy a cold beverage – all while getting a haircut, beard trim, face shave, or brow wax.

The shop offers all standard barbershop services. The Diesel Plus is the signature service: Starting at \$35, this experience includes an awesome cut, shampoo with scalp massage, hot



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towel face treatment, back of the neck shave, and a relaxing shoulder massage. For those looking for even more pampering, the Full Service adds a hot lather face shave. Starting at \$60, this truly VIP experience includes an awesome cut, shampoo with scalp massage, hot towel face treatment, hot lather face and neck shave, and a relaxing shoulder massage.

Diesel Barbershop offers much more than the Diesel Plus and Full Service, though. From fades and flat-tops, beard trims and lineups, to the “Mr. Clean” service that includes a full head and face shave. Diesel offers the full range of grooming services, for any type of hair. All Diesel locations serve men, women and children, and walk-ins are always welcome.

“Suwanee/Johns Creek is a vibrant, growing area,” said Briggs. “I believe the Diesel Barbershop brand reflects that same exciting vibe. There isn’t really anyplace else that provides a trendy, hip, man cave atmosphere that has classic rock music, the sights and sounds of vintage arcade games, and the opportunity to enjoy a local craft beer, all while getting a stylish haircut and a great shave.”

### **About Diesel Barbershop**

Diesel Barbershop®, which was founded in 2011, is an experience-driven haircut and grooming service for men. Its barbershop locations are retro, throwback barbershops that incorporate rock ‘n’ roll music, old school arcade games and barber services. Diesel Barbershop has a rapidly growing presence in the Metro-Atlanta Market, with six locations including Marietta, Sandy Springs, Alpharetta, Midtown, Roswell and Suwanee. Diesel Barbershop is one of the fastest growing franchises in the health and beauty sector with 29 national locations currently and more expected to open by year’s end.



**Contact**

Peter Briggs

[pete.briggs@dieselbarbershop.com](mailto:pete.briggs@dieselbarbershop.com)

770.331.2154

[www.dieselbarbershop.com](http://www.dieselbarbershop.com)

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