

Barbershop owner at top of his game



Brandon Lawrence recently opened his second Ace of Fades barbershop at 3924 River Road N. KEIZERTIMES/Craig Murphy

By CRAIG MURPHY
Of the Keizertimes

Brandon Lawrence wasn't sure what to do next.

A few years ago, Lawrence was sleeping on his sister's couch, trying to figure out what to do with his life.

In those lean times, Lawrence's barber suggested something.

"He always told me I should do hair, because I had a good personality for it," Lawrence said.

Fast forward five years and Lawrence opened a second Ace of Fades barbershop, this one at 3924 River Road North in Keizer. Lawrence splits his time between his Keizer shop and the one located at 1705 State Street in Salem.

Lawrence, 35, opened a small shop in Salem two years ago, but needed a bigger space after the popularity grew. Fades are a type of tapered haircut, while the ace part of the name is because "you've got to be on the top of your game," Lawrence explained.

Once Lawrence started learning the business at a hair academy in Salem, word quickly spread. He then had a small space at a tattoo parlor but soon needed more space.

In the back of his Keizer shop, Lawrence currently has TV and drinks, as well as old barber pictures from a veteran barber in Wilsonville who recently retired. In addition to old pictures, that barber also gave Lawrence a straight razor from the early 1900s and clippers from World War II. Those items will soon be displayed in shadow boxes.

Lawrence prides himself on treating customers well from the moment they walk in.

"I wanted to be good to people, so I greet them and shake their hand," Lawrence said. "I was taught early on to be courteous. That, plus a good haircut, brings them back."

That would seem to be the case with Tim Johnson, who went to Ace of Fades recently for the first time.

"They did a damn fine job," Johnson said. "I will definitely be coming back for more haircuts. I like the atmosphere here. I felt very welcomed."

After struggling a few years ago, Lawrence feels he appreciates what he has now all the more.

"It made me a better person," he said. "Now I own two barbershops, have a car, a home, a wife, four children and dogs. I'm living the American dream. I've been really blessed. I never thought things would grow like this in a million years."

The hours at Ace of Fades in Keizer are 9:30 a.m. to 6:30 p.m. Tuesday through Friday, 9:30 a.m. to 5:30 p.m. Saturday. The phone number is 971-720-2254.

"I wanted to be good to people."

— Brandon Lawrence
Ace of Fades owner

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