

WHERE TO GET GROOMED, COIFFED AND MORE

BEST YOU

A PREDOMINANTLY female staff helps set Bay View's Stag Barbershop apart from the crowd, and may have helped it edge ahead of the pack to win the top spot in its category. Here's what owner and barber Jess Stern has to say about the business.

Congratulations on your win! Why do you think readers chose Stag as the best barbershop in town?

I think people voted for us because we offer something a little bit different. You come in and you're greeted, you get a beverage, you get to hang out. It's a warm, inviting setting. We have that old-school feel, with a little bit of an edge to it. The decor has a masculine feel, but at the same time we have a lot of females in the barbershop as staff, and women can come in and hang out with their significant others. I think that it's a place for everyone.

Why did you open a barbershop instead of a hair salon?

I grew up with three brothers, and I started cutting their hair at home in the bathroom when I was 12 or 13 years old and developed a passion for men's hair. When I went to beauty school I did women's hair, but I really enjoyed cutting men's hair. There's a lot of precision that goes into it. Some people say men's hair is easier than women's hair [but] they both take a lot of skill.

What do you like about cutting hair in Milwaukee specifically?

The community is so tightknit. When people come in here, there's always going to be someone who knows someone. I find that really welcoming, not only for the customers, but also for us.

Best BARBERSHOP

STAG BARBERSHOP
3061 S. Delaware Ave.,
stagbarbershop.com

Best ACUPUNCTURE

SINGLE POINT ACUPUNCTURE

4801 N. Oakland Ave.,
Shorewood,
singlepointacupuncture.com

Best ESTHETICIAN

HIGH BROW WAXING BOUTIQUE

5630 N. Lake Dr., Whitefish Bay,
highbrowwaxing.com

Best YOGA

YOGA ONE

Multiple locations,
yogaonestudio.com

Best DAY SPA

NEROLI

Multiple locations,
nerolisalonspa.com

WINNER
OF 2
AWARDS