

(grooming)

A man with glasses and a dark sweater stands in a barbershop. He is leaning on a dark wooden counter. Behind him is a large mural of a coastal scene with a bay, a small boat, and a cliffside with palm trees. The text 'person of interest' is overlaid in large white letters on the right side of the image.

person of interest

A NEW BROOKLYN BARBERSHOP KEEPS AN OLD ONE ALIVE. PHOTOGRAPHED BY MIKE VORRASI

TELEVISION PRODUCER Steve Marks, a longtime resident of Carroll Gardens, Brooklyn, would regularly walk by Sal's Hairstylists on Smith Street and find himself entranced. "It was just this amazing '70s time capsule—it looked like a movie set," he says. This fixation spawned an idea, and when Sal's closed down this past June (due to the passing of owner and neighborhood fixture Giorgio Zocco), Marks took over the lease and four months later, opened Persons of Interest barbershop.

Marks and his wife, an architect, spent this summer redesigning the space, intent on maintaining the charm instilled by its original proprietor. Perhaps most important in their renovation are the things Marks decided not to replace. "These are the original barber chairs, that's the pole, that's his awesome coat rack," he says, seated at a table littered with issues of *Harvard Design Magazine*, *The New Yorker*, and a copy of Ian Fleming's *Thrilling Cities*. "And, most importantly, that's the original mural," he adds, referring to the back wall, which is covered by a kitschy, faded image of a sailboat drifting off a coastline studded with cliffs and palm trees.

For the actual barbering, Marks brought in hairstylists Matt Sutherland (of Spiff in Manhattan) and Janet Konz, who trained under Andy Starkweather at Williamsburg's Deluxe (Starkweather also cuts hair at Persons of Interest on Sundays). "There's nothing like this in all of Brooklyn, surprisingly," says Marks. "There's not a dude's barbershop. I just want people to come, have a really good cut, and a good, laid-back experience." (By "laid-back" he means "free beers.") The prices, too, are relatively reasonable; a cut is \$40, a beard trim is \$15, and a "combo platter" (a haircut and shave) is \$65. And what of the enigmatic name? "I like that it sounds vaguely criminal and rogue," says Marks. "Humor is key." STEFAN MAROLACHAKIS
persons of interest, 299 smith street, brooklyn, new york; personsofinterestbklyn.com.