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Legendary Bad Boys of Hair

SOUTH FLORIDA

SEE STORY ON PAGES 8-9

BILLY SULLO, JESSE BRIGGS and AL STEPHENS

The Legendary Bad Boyz of Hair South Florida

Continued from Page 8

his license in 1967 and moved to Florida in 1970. Ambitious, he was from barber to hair stylist, his career was soon formed. Opening his first salon in 1978, next door to Montego Bay at the corner of Federal Highway and Oakland Park Boulevard, Billy's popularity was instantaneous. Galleria Mall in 1984 was his next location, the Marquis Marriott in New York, the list goes on and Billy himself continued to study his art.

The late seventies and all of the eighties were wild and successful times where Billy owned and operated six salons in three states, employing over one hundred stylists. His client list included celebrities such as Dan Marino, Brooke Shields, Morgan Fairchild and Madonna. Icons in the industry, Paul Mitchell, Rita and Irvine Rusk, John Dellaria and Horst Rechebacher, the founder of the global brand Aveda, were his closest friends and greatest inspiration at the time.

In addition to Billy's talents behind the chair, his moto is Service, Service, Service. He really gets to know his clients and families, as relationships are very important to Billy. As mentioned earlier, like his fellow Bad Boyz Jesse and Al, Billy has clients that have been going to him since he started here in 1978, and as a result, has three generations of those clients. We can go on and on detailing how great Billy and his salons are, but the proof is in the pudding. His superiority is evidenced by *Local 10 News* voting Billy's Salon one of the top 2 salons in South Florida. In addition, for four years in a row, his salon was rewarded an honorary plaque from Google, denoting a 5 Star Rating.

Al Stephens: Starting at 17 years old in the Bronx New York, Al Stephens migrated to South Florida in 1978. Al

has traveled the world to seek out mentors and skills. He opened his first salon with a \$12,000, which grew into a chain of salons from Miami to Palm Beach. Al was among the first to do photographic images of client's hair that he would hang in his salon. That concept is still being used today everywhere. Al's hairstyles and photographic images have graced the covers of fashion and trade magazines worldwide;

publications such as *Elle*, *Modern Salon* and *Hairdressers International*, just to name a few. Among many of his famous clients are **Loretta Swift**, **Toni Tennille** and **Rod Stewart**. In addition, Al designs salons and has received numerous awards for his designs. Al's long career keeps moving forward as he's still working and opening salons and doing his famous slogan "Just Cut It". His newest salon will be opening soon at Town Center in Boca Raton.

Jesse, Billy and Al's expertise goes beyond your expectations by assisting you in making important decisions such as: which haircut is most suitable for your facial structure and hair type, or which colors best complement your skin tones, or which treatments to maintain your hair's ultimate health and appearance. All these years, these three legends have run large salons with lots of hair dressers whereas the hairdresser and the salon owner share the profits. However,



Al Stephens Now that's changing.

Now hairdressers want the whole enchilada, so they're renting

small studios and taking home all the profits for themselves. This is happening everywhere, replacing the big salon concept. Because of the high rents and the studio rentals, Jesse, Billy and Al came together, uniting as friends, and are now working together at Jesse Brigg's aforementioned Yellow



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Strawberry Global Hair Salon in Fort Lauderdale. There are a lot of salons in our town, many of them good, but if you have ever met Jesse, Billy and/or Al, their grand personalities and fantastic life stories are second to none. These Bad Boyz are the kind of men you want to sit down with and talk to for hours. You can't help but be drawn to them, and the laughs you will have are twofold.

Closed on Sunday and Monday, Yellow Strawberry is open Tuesday through Friday from 10am to 6pm and Saturday from 9am to 5pm. Go see the Bad Boyz of Hair South Florida while they're still working and while they're still around. Especially Billy, as many of you know, is fighting Pancreatic Cancer. Talking to these men and hearing their amazing stories is a treat in itself, but talking with them as they do your hair is memorable, to say the least.

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The Legendary Bad Boyz of Hair South Florida

Since 1978, competing with one another for over forty three (43) years in South Florida, **Jesse Briggs**, **Billy Sullo** and **Al Stephens**, now elders in their craft, unite as friends to work together, sharing all they did for the Hair Community. Think about that. Three legends up there in age, and they're still doing hair, and now they're doing it together. WOW!

As far as history goes, no one can touch these three South Florida hair salon icons. Las Olas, the Fashion Mall, the Broward Mall, just to name a few; between the three of them, they've covered the town reigning at the top for decades, fighting each other for first place. They are the pioneers of progressive hairdressing, servicing four generations of families in South Florida in modern hairstyles and care. Imagine having customers come to you for over 40 years and servicing them through the good times and bad, through marriages, divorces, births and deaths. Then imagine taking care of their children, grandchildren and even great grandchildren, who all continue to come to you as they grow older. It's a relationship, an extended family if you will, and as such, Jesse, Billy and Al really care about their clients and really care how their hair comes out. That's true longevity, and that my friends, is what makes them legends. They are real characters, quite the pistols in their day, with interesting stories, including many about famous clients.

Let's share some background on the Bad Boyz, one by one.

Jesse Briggs: For almost fifty years, Jesse Briggs and his wife of sixty two years, **Flo Briggs**, have owned world class salons, starting

in Key West from 1972 to 1977, then on Las Olas in Fort Lauderdale from 1977 to 2010, Puerto Rico from 2010 to 2015, and back to Fort Lauderdale at **Yellow Strawberry Global Hair Salon** on East Commercial Blvd, where they still are today.

Over the years, Jesse, Flo and Yellow Strawberry have garnered many impressive awards, accomplishments and accolades as follows: co-founder of Haircolor USA, the world's largest hair color show; appeared in dozens of international magazines, including Vogue, Harpers Bazaar, Elle, Allure, First for Women, Ladies' Home Journal, Teen, People and In-Style; television appearances on major shows such as Extra, Inside Edition, Howard Stern, Ambush Makeover, High School Reunion and Deco Drive, as well as appearances as a beauty authority on all the major network's affiliates and MTV; honored as one of the Top 75 Educators of the Century by Modern Salon magazine; author of The ABC of Hair Cutting and the founder of an advanced training academy in Fort Lauderdale; creator of the S-Wave Thermal Set™, creator of Style-Stars™, and creator of Fixit™, Flo's product that repairs dry hair (available for purchase). Jesse has worked on many famous heads, including **Cary Grant**, **Frank Sinatra**, **John Lennon**, **Bono**, **Barry Manilow**, **Richard**



Jesse Briggs Then



Jesse Briggs Now

Hemingway, **Niki Taylor**, **Paul Mitchell**, to name a few. To draw customers to his salon, Jesse even purchased the locks of favorite celebrities and personalities, such as **Elvis Presley**, **John Lennon** and **Marilyn Monroe**. Jesse also has a suit that belonged to **Jack Ruby**, and a favorite barber chair of Chicago

mobster **Al Capone**. If that's not intriguing enough, check this out. In 1975 Elvis broke the crown on his molar, and he and his longtime girlfriend Linda Thompson, "Miss Tennessee", headed to his dentist for emergency repair. Elvis was unable to re-use the crown but Linda saved it. This crown became world famous after Jesse and Flo Briggs purchased it through auction. The tooth was put on Ebay by Jesse and it soon reached over \$100,000 before Ebay removed it for violating their policy of selling human teeth. The story was published in hundreds of papers worldwide. Another great story: Jesse tried to buy Monica Lewinsky's famous blue dress for \$100,000 with the intent to cut up the Bill Clinton scandal-tainted garment and sell off one-inch squares for \$500 each. The "publicity stunt" brought his salon a lot of national attention. What a character that Jesse is!

Billy Sullo: Since 1978, Billy Sullo has been a success phenomena from South Florida to New York, at one time operating sixteen hair salons, with the last thirteen years running successful **Billy Sullo Salon** on

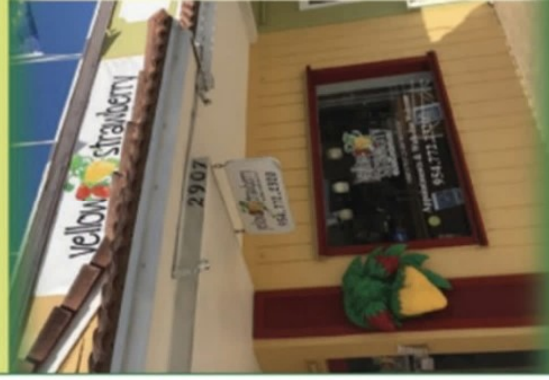


Billy Sullo Now

Oakland Park Blvd. Always warm, always friendly, Billy can always put a smile on your face. But this nice, and might we say, very humble guy didn't always have it easy. Billy came from a rough and tough childhood and also had a brief career as a boxer in the Italian North End neighborhood of Boston. With over fifty years behind the chair, when Billy's asked why he is still doing it and why he isn't retired, he answers with a huge infectious smile, "Because I still love it".

A New England Barber School graduate, Billy got

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