



MEDIA KIT 2026

SIMONE RADZINI



BARBER EDUCATOR, MILAN

European lead for JRL Professional. Global ambassador for L3VEL3. Winner of Hairmasterman 2021.

Training, content and shows for barbers in Italy and abroad. I work in Italian, English and Spanish.

TWELVE YEARS IN THE SHOP, TEN AS AN EDUCATOR

I started in 2013 in Buccinasco, just outside Milan, in the shop that is now La Barbieria di Milano: nine months of shampoos and cleaning before my first cut. In 2014 the team won the award for best international barbershop in Madrid.

I have been teaching since 2015. My first course abroad was in 2016, in Santiago de Chile. In 2021 I won Hairmasterman, the first TV talent show for barbers, and I have been a judge since the following year. Since July 2023 I have owned La Barbieria di Milano.

Today I am European lead for JRL Professional and global ambassador for L3VEL3. I teach the SR Method, which is also a video course, and I run The Barber of the Future, two days of training on technique, marketing and running a shop.



2013

in the shop

2015

educator

2016

first course abroad

3

languages: IT, EN, ES



A COMMUNITY OF ALMOST 75,000 PEOPLE

I post technical tutorials, content on pricing and running a shop, and work with brands. The audience is barbers, shop owners and industry professionals.

INSTAGRAM

58,114

followers, verified profile, 1,049 posts

TIKTOK

12,700

followers, 203,000 likes, 516 videos

FACEBOOK

3,858

followers

YOUTUBE

314,000

total views, 197 shorts

INSTAGRAM INSIGHTS, 1 MARCH - 20 MAY 2026

1,984,502

views

454,243

accounts reached, +4.7% on the previous period

75%

of views from people who do not follow me

78%

of views organic, ads used only for the two events

60.4% of views come from reels and 25.6% from stories.

PEAKS

417,200

views, the most watched TikTok (July 2026)

106,844

plays, the most watched Instagram reel of the summer

7 million

views, my most watched reel ever

WHO I WORK WITH



JRL PROFESSIONAL

European lead since 2024

Training and shows in Italy and Europe, testing and developing new products, launching new drops on social media. In 2024 one of the 15 ambassadors invited to the brand's first world meeting in Hong Kong, Guangzhou and Shenzhen.



L3VEL3

Global ambassador

Shows and training courses in Italy, content on the product line.



HAIRMASTERMAN

Winner 2021, judge since 2022

The first TV talent show for barbers, aired on Canale Italia.

A REAL CASE: JRL PROFESSIONAL

12 564,400 47,000

pieces of content in 3 months, about 4 a month

views on content with the brand

average views per piece



The product is part of the tutorial: I use it while I explain a cut, so viewers see how it really performs.

53RD IN THE TOP 100 BARBER INFLUENCERS 2026 RANKING

ON STAGE, IN ITALY AND ABROAD

COSMOPROF

Bologna

SALON LOOK

Madrid, 2025

BARBER JAM

Sofia, 2025

BARBER CONNECT

Cardiff

INTERNATIONAL BARBER CONVENTION

Rome

MILANO TATTOO CONVENTION

Milan

L3VEL3

Chicago, December 2025

JRL AMBASSADOR MEETING

Hong Kong and China, 2024

FIRST COURSE ABROAD

Santiago de Chile, 2016



THE BARBER OF THE FUTURE

My own training event: one day of look and learn with a marketing expert and a mental coach, one day of hands-on practice. The first two editions in Milan brought 63 barbers from all over Italy, more than half chose the premium packages, and the first edition sold out in under two weeks.

63

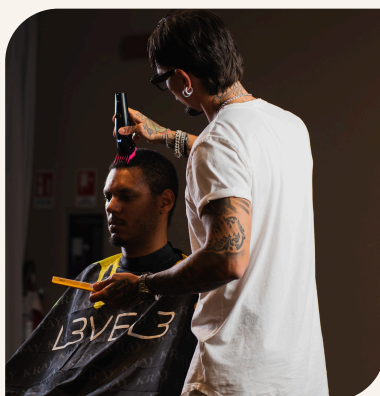
barbers in
two
editions

50%+

on premium
packages

4

coaching
programmes born
from the event



WHAT I CAN DO FOR A BRAND

01

CONTENT

Reels, carousels and stories on Instagram and TikTok with the product inside real work, in Italian, English or Spanish.

02

AMBASSADOR

An ongoing partnership: steady presence in content, courses and on stage.

03

TRAINING FOR DISTRIBUTORS

Courses and shows for your sales network and client salons: technique with your products, plus marketing and shop management.

04

SHOWS AND TRADE FAIRS

Live demos on stage or at the booth, in Italy and abroad.

05

PRODUCT LAUNCH AND DEVELOPMENT

Testing before release, technical feedback, presenting new drops to barbers.

06

THE BARBER OF THE FUTURE

Your brand inside my training programme, in the room and in the materials.



In the chair. From 2022 to 2025 I was Divock Origi's personal barber, during his contract with AC Milan. Marco Palestra, now at Chelsea in the Premier League, has been my client since he was a kid and always comes back to my chair when he is in Italy.

A man with tattoos and glasses is styling a man's hair in a conference room. The man being styled is wearing a blue and yellow patterned cape. The background shows a conference room with people seated at tables.

 CONTACT

LET'S TALK

Tell me what you have in mind: I will put together a tailored proposal with formats, timing and costs.

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