



If you want to make it big in the industry, then you have to think big. And that's exactly what makes Eddie Soreiro who he is today. After graduating at the top of his class at New York International, Eddie was ready for a challenge; one he couldn't find in the borough of Queens. But there were plenty of opportunities calling Eddie's name in Manhattan and he was quick to jump on them.

"Working in the city is different," claims Eddie, who found that he thrived on the hustle and bustle of city life where just about any international celebrity could wind up in your chair. "You have to want that edge, and I did." You also have to understand what's expected of you. "It's all about the image when you are working with a high end clientele, and that image isn't just about you; whatever style you create has to represent the client too," states Eddie. People are always on game in the city, where how your hair looks is just as important as what you're wearing and where you're going. Working for some of the top salons in NYC, Eddie found himself at the center of it all—celebrity models, fashion runways, press junkets and television film sets. "When the photographer comes over and shows you a photo that everyone is huddled around for a top fashion magazine that's a thrill, and I loved every minute of it," Eddie says.

While it's easy to become awestruck, you really have to maintain a sense of self when you're in that environment. Celebrities may be just that, but according to Eddie they really want to be treated just like everyone else. And that's where Eddie's personality takes over. "I'm a real people person, I love to laugh and love to make others laugh too," he says, "a trait that quickly puts everyone around him at ease. Maybe that's part of the attraction, but when you're sitting in Eddie's chair, you know he cares deeply about how you want to look and feel, and he does it all with a smile, and oh yeah, maybe a few colorful jokes.

About 6 years ago Eddie traded life in the city for a little more sunshine and the opportunity to partner in opening his own salon. With a clientele that now shuttles up and down the east coast just to have Eddie cut their hair, I guess you could say he has made it big time, but that hasn't cost him his humility. At the end of the day, Eddie is still the son of a barber, and very grateful for the love and support of his wife and family, who are never far from the scene. "I would not be able to do what I do without their love and support," acknowledges Eddie, reaffirming how blessed he is to have his Dad and a little bit of Queens right around the corner, just in case you know anyone looking for a buzz cut and a little Sinatra.

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