

TRENDSETTERS

beat



KEEP IT CUT

Need a haircut? Jacob Meltzer and Joshua Thorsvik have you covered with their new subscription-based business model

BY SUSAN LANIER-GRAHAM

PHOTO BY CARL SCHULTZ

Jacob Meltzer and Joshua Thorsvik grew up together in Eastern Washington, and both men have been entrepreneurial their entire lives. Several years ago, the two opened a tax business together, but they were fascinated with the subscription-based Netflix model.

"We started working our way through people's daily activities," explains Meltzer. "We were trying to see what people need on a regular basis."

Thorsvik's sister is a hairstylist and she suggested haircuts. Keep It Cut became a reality a year later.

"You don't want me anywhere near your hair," laughs Meltzer. "We have a staff of seven to manage the shop and do haircuts."

There are haircut joints on every corner, so what makes Keep It Cut unique? It's the Netflix subscription method. Customers pay a monthly subscription, which starts as low as \$23 for regular men's haircuts, then customers drop in for a trim as often as they like. For an extra charge, men can also add shampooing and mustache/beard grooming.

Etc.

Where did the entrepreneurial spirit come from? Thorsvik started early as a business man. "In fifth grade there was a hedgehog craze, so I bought hedgehogs to breed and sell." **What's the vibe at Keep It Cut and your inspiration for it?** The shop has an urban, trendy vibe with exposed brick walls, exposed ceiling, and concrete floors. Both men love Salut Kitchen Bar and wanted that feel at Keep It Cut. There's usually indie hip hop playing and there's custom metal work throughout. **What's in the future?** Meltzer and Thorsvik see a future with Keep It Cut salons across the Valley, making it easy for people to get a quick haircut no matter where they live and work.