



Sacha G

Sacha is a highly experienced Paris-based barber and grooming specialist, renowned for his precision, artistry, and attention to detail. With a solid reputation in the industry, he has worked with high profile clients including Spike Lee, Serge Ibaka, Karim Benzema, Paul Pogba, Niska, and others, bringing expert-level grooming to the forefront of modern men's styling. His expertise goes far beyond the traditional fade, offering beard sculpting, shaping and colouring, meticulous eyebrow grooming, skin preparation (including cleansing, hydration, and matte finishing), and flawless precision cuts tailored to each client. Combining technical mastery with a strong sense of style, he delivers consistently sharp, camera-ready looks for everything from music videos to major events. A trusted name for clients who are seeking excellence.

Film

Numero 10

Barber/Grooming

Celebrity Clients

Kanye West

Grooming/Barbering

Spike Lee

Grooming/Barbering

Frances Tiafoe

Grooming/Barbering

Agent: Chin

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Email: chin@melanin-agency.com

Mario Van Peebles	Grooming/Barbering
Tracy McGrady	Grooming/Barbering
Serge Ibaka	Grooming/Barbering
Damso	Grooming/Barbering
Layvin Kurzawa	Grooming/Barbering
Karim Benema	Grooming/Barbering
Lamar Taylor	Grooming/Barbering
Lawrence Robinson	Grooming/Barbering

Fashion Shows

Paris Fashion Week Louis Vuitton	Backstage Grooming
Paris Fashion Week Paul Smith	Backstage Grooming

Professional Experience

Founder & Lead Hair Stylist	STB PARIS - Paris 2023 – Present
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- Founder and creative lead of a premium grooming brand and salon.

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- Delivering high-end barbering and hairstyling services to celebrity, VIP, and private clients.
- Managing brand image, client experience, and creative direction.

Hairstylist & Barber Manager

L'Appartement 235th – Paris
2020 - 2023

- Senior stylist and manager within a high-end grooming space.
 - Oversaw daily operations and team coordination.
 - Delivered consistent, camera-ready grooming for an international clientele.
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Key Skills

- Celebrity & VIP grooming
- Red carpet & event styling
- Men's hairstyling & barbering
- Beard design & precision grooming
- Fashion, film & media environments
- Discretion, time management & adaptability

Education & Training

- VAE – BP Coiffure
- Administrative Studies (France)
- Ongoing professional training in barbering & grooming

Languages

- French: Native
 - English: Professional working proficiency
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References

Available upon request.

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