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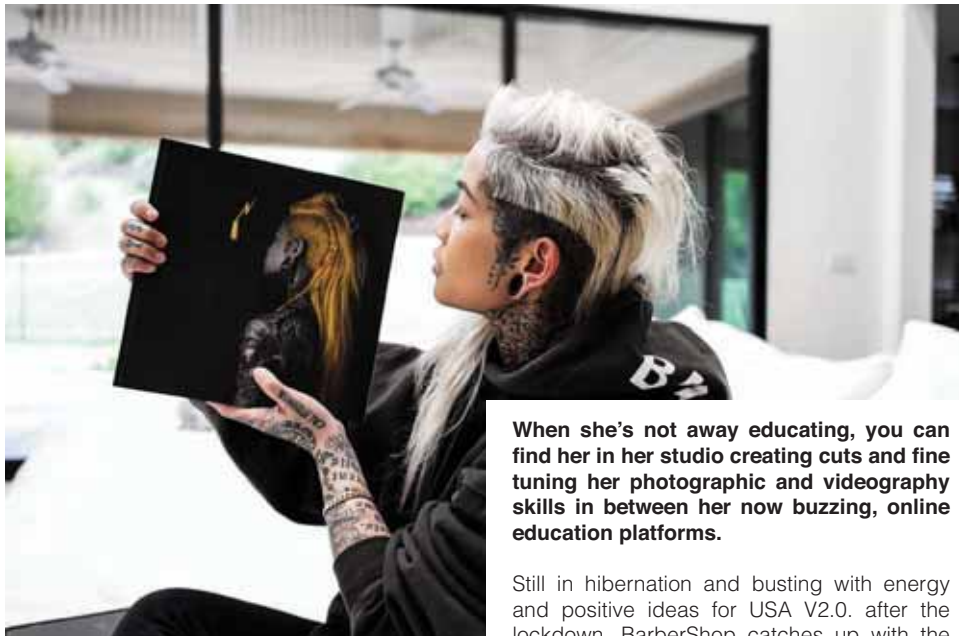
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STAY GOLD!

BY REX SILVER

Hands down the busiest Female Barber in the World. Sofie Pok AKA Staygold31 has a massive 376k followers on her Instagram and pre-COVID-19 she travelled 75% of her year as a Global Ambassador for Babyliss Pro.





When she's not away educating, you can find her in her studio creating cuts and fine tuning her photographic and videography skills in between her now buzzing, online education platforms.

Still in hibernation and busting with energy and positive ideas for USA V2.0. after the lockdown, BarberShop catches up with the amazing Staygol31

DO YOU WORK IN A BARBERSHOP?

For about 7 years, I always worked at barbershops/men's salons, but in the last 3, I currently work in a private studio by myself. I travel about 75% of my schedule prior to Covid-19. I was a bit nervous at first thinking I would miss being in a shop with other people, but due to crazy scheduling i was forced this direction and now that I'm used to it. I love the privacy I have with clients. The same space also works as a double because I also create my content through there as well with Video shoots/photography with models.

WHEN DID YOU START EDUCATING?

I started doing education with a Clipper Company called Babyliss Pro about 4 years ago now. It started off with domestic shows all over the US to showcase new technology within the barbering division that was just created. Babyliss has been known for years for blow dryers, flat irons, and other hot styling tools. When I joined the team, they had just launched this new division. During these shows, we are able to connect with different people from many places to share the reasons why we use the tools we do, the stories behind what we do and how we got here, and sometimes in smaller classroom events to take it even more in depth. I started from the bottom of that team and worked my way up to be a Global Ambassador for the company.

PLEASE TELL US ABOUT THE BARBERING BIBLE.

The Barbering Bible was a pretty cool project. The idea of spreading more knowledge within the barbering scene is always a positive. We have seen videos, in person classes, but not often times in a beautiful coffee shop table kind of book. I was honoured to be on the cover of this project especially because it means a lot of different things to me. Barbering being something that is male dominated to have a female on that cover was huge because everyone inside that had a story are BIG icons in the industry. To earn the respect from my community meant a lot. We often see a lot of finished material from these monsters on social platforms, but this was a way to get a deeper story from each person and also sharing their signature cuts and seeing how they broke down the cuts was a cool read.

YOU HAVE AN IMPRESSIVE 375K FOLLOWING ON INSTAGRAM, WHAT DOES SOCIAL MEDIA MEAN TO

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HOW AND WHEN DID YOUR BARBERING CAREER START?

I started my barbering career 11 years ago now in Orange County, California. I went into the industry thinking I wanted to be in the salon because that's the only thing i was previously exposed to. I never thought I would end up in the barbershop until my 2nd year in. Once I got in, I realised that I loved the fast pace of the shop, the work environment was so connected that it felt like a hang out, & the fun challenges of learning how to do these short-detailed cuts.

WHAT DREW YOU TO BARBERING AND MEN'S HAIR FASHION, AND WHAT KEEPS YOU THERE?

As far as barbershop environment, the culture of it was really dope! Collectively, it's where a lot of people go from all types of backgrounds to come get cleaned up, especially where I worked. We pushed for a very family type environment which made it comfortable for all walks of life. It was a great networking circle as well and I learned a lot about people, their careers, and different ethnicities.

For the type of style of cut, I was very drawn to the details that went into these cuts. You're practically moulding and shaping all different types of hair to fit the client's lifestyle. You get to add an emotion to their cuts and the excitement I felt watching them walk out more confident than when they came in.

What keeps me there is the freedom to create and express a feeling through a style of cut. I love connecting with people in my chair. We can learn so much about the world through each person. The diversity of my clientele also pushed me to get into more styles of hair. We need more people who stay passionate about what they do, because when you help people feel good, they do good in whatever they are into.



“I LOVE CONNECTING WITH PEOPLE IN MY CHAIR. WE CAN LEARN SO MUCH ABOUT THE WORLD THROUGH EACH PERSON.”

YOU AND CAN YOU EXPLAIN HOW YOU SO MASTERFULLY CONQUERED THAT?

Social media changed my life. Without that tool, I don't know if I would have the same opportunities that I have right now. I used to use it for just portfolio work for the barbershop because I was having a hard time booking clients because they didn't trust a girl. From there, it evolved into a personal brand that now has given me opportunities to collaborate with companies, people, celebrities, IG/YouTube influencers, and brands even outside of hair. It's crazy where it can take you and you really don't know the way it can expand what you do on a global scale. I highly recommend any person that works in a passionate field they care about utilize this tool. It's crazy to me to NOT TRY.

CAN YOU TELL US WHAT GOING INTO SHUTDOWN LOOKED LIKE FOR YOU AND YOUR BUSINESS?

Going into lockdown first was just a nice week break, or so I thought, LOL. Something super short I thought, but I realise now it's been about 3 months! My entire year was cancelled for travel and I'm not currently educating through shows, but during this time, we have developed new ways to educate virtually. I just opened it not too long ago and it's been quite nice to still connect and give great detailed education to people from wherever they're from. I'm also pretty savvy with technology so with photography and videography, I'm able to still deliver lessons in high definition that it allows people to really see what I'm teaching. I'm also doing other work now as well that keeps money flowing. Brand colabs, video editing, other social platforms like YouTube, and my virtual barbering/social media classes.

TELL US WHAT COMING OUT THE OTHER SIDE IS GOING TO LOOK LIKE FOR YOU AND YOUR COLLEAGUES?

A better version of me when I come out of quarantine. I've been really working on centring myself and digging deep to understand where I'm heading with all the things I've been investing into. A better me makes a better barber, educator, and all other creative outlets. I'm always looking for ways to expand and elevate my craft.



WHAT ADVICE WOULD YOU LIKE TO PASS ON TO YOUNG ASPIRING BARBERS IN AUSTRALIA?

First and foremost, Australia is a place that's high on my list to visit one day. Second is that no matter where you live, because of the access we have, the world at our fingertips so, put yourself out there. Even when you think it's not good enough, IT IS, because it's always true to where you currently are and if you don't fake the funk and you can own up to these moments of growth, no one can judge you. And if they do, you still have to give them permission to hurt you with opinions or not. The earlier you start the better, because at every stage you get to, you learn a new set of skills that will help you with the next phase. I don't mean just barbering skills, people skills too, and most important how you deal with failure. How you react to things when it doesn't work out. How to become self-aware of your steps so you can make better decisions in the future that support where you are going. Things that don't seem important at the moment are all a piece of the puzzle. I'd like to leave it at this. Where we are in our lives are always in scale to the choices we have already made. And what decisions you make today, will heavily impact your future. If you find something you love, do more of that because that is what will take you further. Things move in waves so You'll stop and quit if it's something you don't really care about, but if you love it, you will be more willing to go the distance. SORRY that was longer than I thought lol but I mean every word!!

*Youtube - <http://youtube.com/sofiestaygold>
Instagram - <http://instagram.com/staygold31>
Facebook - <http://www.facebook.com/staygoldsofie/>
Tiktok - <http://vm.tiktok.com/VyVbwe/>*



60 SECOND SPEED DATE

FAVOURITE FOOD

This is gonna sound weird - white rice, fried chicken + ketchup, and watermelon. Together it's just absolutely amazing. lol BUT ALSO, anything SUSHI is also tied at 1st place lol

FAVOURITE DRINK

I used to LOVE strawberry Horchata, Welches Grape Juice, Hot chocolate and baileys, but I'll settle for water these days. Healthier choice!

FAVOURITE DESTINATION

So far, Bali was amazing. I have a hard time choosing one but Japan is tied at first too! Lol

FAVOURITE MOVIE DEFINITELY... WHITE CHICKS.

WHAT ARE YOU LISTENING TO?

At the moment, classical music as I'm doing this interview, but normally...deep house & hip hop

WHAT ARE YOU WATCHING?

I finished Ozark not too long ago. GREAT SHOW.

WHAT ARE YOU READING?

One of my favourite questions! "Who Says you cant? you do" !! great read and the author is actually from Australia!

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