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GVA Williams of Conn. arranges 1,100 s/f lease for Classic Cuts

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GVA Williams of Conn. signed a 1,100 s/f lease at 396 Greenwich Ave. for Classic Cuts. Co-owned by John and Tony Merrola, brothers, they grew up in the family business, Subway Barber. Subway was founded by their father, Giuseppe Perrola, in 1974. Classic Cuts opened recently.

The challenge for the family, with such a long Greenwich tradition, was to find affordable space. According to Ron Brien, the GVA Williams broker who represents the brothers, "Taking a second floor location with great street visibility enabled Classic Cuts to move closer to the heart of the avenue, but a lower rent."

"We're excited about the space," said Tony Merrola. "We're in the middle of all the action in Greenwich, close to the train, offices, and stores." Classic Cuts will feature special chairs for children in the shape of cars and airplanes. They will also serve coffee and espresso. Classic Cuts will be open five days a week, closed Sundays and Mondays.

"GVA was pleased to help the brothers fulfill their dream," said Brien. "This was their big move to own and manage their own 'classic' barber shop."

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