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Marvelous Barber Lounge opens third store at Arsenal Yards

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Watertown, MA Marvelous Barber Lounge (MBL) is opening its newest location at Arsenal Yards. Founded by Lex Andre Daluz, a second-generation master barber and entrepreneur whose journey from cutting hair at home to owning multiple successful barbershops is inspirational. MBL aims to elevate the grooming experience for everyone who walks through its doors.

Marvelous Barber Lounge is located at 523 Arsenal St., next to Rumble Boxing.

“We’re not just opening another barbershop; we’re creating an experience,” said Daluz. “Marvelous is about more than just haircuts. It’s about luxury, style, and building community. We want our clients to feel like they’re stepping into a place where they can relax, rejuvenate, and leave looking and feeling their best.”

Daluz began his career as an apprentice at the age of 12, learning about the art of barbering from his father who has over four decades of professional experience. Since then, Daluz has honed his craft into an art form and has garnered national and international recognition from various outlets, including Boston Magazine’s Best of Boston, The Boston Globe, The Kelly Clarkson Show, BarberEVO Magazine, The Source Magazine, and others.

He has always envisioned creating a space where clients can experience unparalleled service and luxury in an open, welcoming environment. With locations already in Brockton and in the Financial District, the addition of the Arsenal Yards location marks a milestone in MBL’s journey of expansion.

“The decision to expand to Watertown was driven by our commitment to growth and our desire to bring our unique brand of luxury grooming to more communities,” said Daluz. “We’ve poured our hearts into this location, and we’re excited to share it with everyone. The best is yet to come.”

The journey to this point has been filled with hard work, dedication, and the support of countless individuals who have contributed to making this dream a reality. Daluz extends his deepest gratitude to his family, his talented team, and everyone who has supported Marvelous Barber Lounge over the years.

“None of this would be possible without the incredible support from my wife, Amanda Miranda Daluz, my family, and the amazing team who worked tirelessly to bring this vision to life,” Daluz said. “We’re proud of what we’ve accomplished, and we can’t wait to welcome the Watertown community

to experience what we've created."

Marvelous Barber Lounge brings a level of craftsmanship and care that enhances the diverse offerings at Arsenal Yards," said Ryan Feinberg, vice president, leasing at Wilder. "Lex's commitment to quality and community resonates with us, and we're excited to see Marvelous Cuts become a go-to destination for haircuts in Watertown."

Marvelous Barber Lounge at Arsenal Yards is now open and ready to serve the community.

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