



“I wanted to become a barber since I was 14 years old.

I was attending Timmonsville High School at the time and had started cutting my own hair. Owning a business had always been a goal for me, even then, and I was also interested in doing something that I loved to do that would make other people happy.

When I started barbering professionally, it was in Downtown Florence in the early 90s. At that time, there were more barbershops than any other kind of business in downtown. And each shop had their own craft and their own style. Everybody would come downtown to get their hair cut and then they would go play pool or go eat or go shop in some of the stores.

For minorities, barbershops were treated like our country clubs. They were the places where you would go after you got off work on Friday or stop by on a Saturday morning to relax and mingle together.

You could always run into someone you hadn't seen or find someone that you wanted to see at one of the shops.

I opened my own shop here on West Evans about ten years after I started cutting and we are a real barbershop here. And what I mean when I say that is that I have very good barbers working here. I didn't pick the name Cutmaster just because. I know that our barbers can't be out-performed or out-cut and I'm a firm believer that I have the most talented barbers in Florence.

At the same time, we try to create a shop where you can come and relax. I hire people on their skill and craft, but your character and how you treat people also has a lot to do with it. You could be the best barber there is, but if you don't have the right attitude, people aren't going to feel comfortable with you. It's about how you treat the client, how you present yourself, and how professional you are. They won't respect your business unless you respect your business first.

I love having a business and I love cutting hair. I have been on this corner now for 20 years and I'm still pushing to see how far I can go. In the next year or two, my plan is to open a barber college. We got a lot of people here who are talented at cutting hair but cutting hair right and being licensed to cut is what they need help with.

And I've always believed that if I can help somebody then I'm going to do it. I want to be able to help someone go through the barber college and then be able to open their own shop and succeed.

For me, it is a blessing to be able to see someone else do well.”

- **Charles Durant, owner of Durant Cutmaster Barbershop**