

DI CARLO

SALON | BARBERSHOP

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Di Carlo Salon Unveils Spacious New Home on Water Street

March 3, MILWAUKEE –The Di Carlo Salon at 759 N. Water St. is officially open for business! This new location represents the next chapter in the family’s rich barbering legacy, expanding their services and furthering their commitment to serving the Milwaukee community with style and expertise.

Di Carlo Salon, once nestled in a basement rental unit, has moved to a spacious new location. With 18 chair stations and 3 wash stations, the salon is poised to better serve its loyal and growing client base. The expanded space allows for new offerings like microblading, eyelash and hair extensions, and more. Plus, the expansion arose with perfect timing: their 20th anniversary in business.

As a premier hybrid salon, Di Carlo caters to both men and women, blending the art of barbering with the sophistication of modern styling. Owner Jason DeCarlo is dedicated to elevating both the salon’s services and its community impact. His deep-rooted passion for wellness inspired a new partnership with East Bank Athletic & Social, a space focused on fostering health and connection. Through this collaboration, DeCarlo is offering free haircuts to anyone who becomes a member at East Bank Athletic & Social—bringing self-care and style together in a unique way.

“Community has always been important to me and our team. With our new visible location and expanded offerings, we can now be even more integral to those in our area, blending wellness, style, and connection,” said DeCarlo.

Beyond expanding services, DeCarlo’s primary goal for this new location is to create more opportunities for barbers, stylists and estheticians. He encourages interested applicants to apply and is already eyeing other growth opportunities for the new salon space, the team and services, meeting the needs of an expanding clientele.

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About Di Carlo Salon

At Di Carlo Salon & Barbershop, our mission is to provide a fully immersive, customizable salon experience that goes far beyond a simple haircut. Offering an extensive and affordable range of packages, services and add-ons paired with products from high-end brands, we’re committed to being the key destination for all your salon and barbershop needs. See all of their service offerings and rich history at <https://dicarlosalonbarbershop.com/>