



Espresso

## Espresso Shave System:



**An instant classic. 100% Authentic.  
Built for and guaranteed for life.**

Inspired by the original Gillette Super Speed of the 1940's The Global Shave *Espresso* truly captures the spirit of the original.

Sculpted of solid Nordic Gold Brass and weighing 2.2 ounces, *Espresso* is not too mild, and not too aggressive. It delivers a close, clean, comfortable shave every time.

	Espresso Global Shave	34C HD Merkur	99R Parker	D89 Edwin Jagger.
Razor Type	Twist to Open.	2 piece	Twist to Open	3 piece.
Country of Manufacture .	Sweden / China	Germany	India`	Great Britain
Construction	Solid Nordic Gold Brass.	Steel	Prince's Brass	British Steel
Coatings	none	Nickel Plate	Nickel Plate	Chromium
Weight	2.2 ounces	2.4 ounces	3.6 ounces	2.64 ounces
Handle Length	3.25 inches	3 inches	4.33	3.75 inches
In the box	razor, stand, razor blade.	razor, blade	10 razor blades	D89
MSRP	\$28.99	\$58.00	\$35.50	\$48.00
Warranty	Lifetime	10-years	5-years	1 year



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## The *Espresso* Story:

We wanted to produce a timeless and superior product, targeted to first-time wet shavers who want the best but also want a superb value proposition.

## *Espresso* Is Exactly What Millennials Want.



*Espresso* is both authentic and genuine. More than just a razor, it is a true experience.

Unlike so many items these days, *Espresso* has been designed to endure. That is why each razor is built by the hands of a skilled craftsman. That is also why *Espresso* comes with a lifetime warranty.

*Espresso* harkens back to a bygone era. A time when life was simpler. A time when human values ruled the day. A time when a man defined his life by acquiring items that endured, finely crafted products, built to last a lifetime. It is in that vein that *Espresso* was developed.

*Espresso* competes very favourably with other premium safety razors in the same category. As you can see by the chart above it provides a more compelling value proposition.

## New - Shaving for a Cause:

GCSI makes a donation from the sale of each razor to Starlight Children's Foundation.





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# Why Millennials Are Driving The Wet Shaving Trend:

It is more than just getting a clean shave...

Wet shaving (if you didn't know) has made a comeback in recent years of gargantuan proportions and the reason is that it taps into the old-school values of the first half of the 20th century but with the modern, contemporary and attractive intelligence that defines our millennials.



**Millenials Have Revived a Lost Era**

## Who or what is a millennial?



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Millennials, say authors William Strauss and Neil Howe, are more connected to the greater community context from a service delivery point of view utilizing the digital global network to impact both local and global communities.

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delivery point of view utilizing the digital global network to impact both local and global communities.

Many believe that generational attitudes, like fashion, are cyclical and it is the millennial (born between 1980 – 1995's) who will approximate the return of the greatest generational ideals and goals most closely.

This time period (born between 1900 and 1915) says author Tom Brokaw in his book entitled 'The Greatest Generation', ushered in the most outstanding men and women any generation has ever seen.

Defined solely by their capacity for recognizing what is right and proper and then harnessing everything in their power to act on it; the greatest generation comprised men and women who lived by a formidable moral compass.

## The Power of Wet Shaving – it's literally in your hands

Wet shaving is an art form capable of rekindling a much needed dedication to quality work; an aspect sorely lacking in this quick fix, super distracted social media propelled world.

Craftsmen and artisans of old spent their entire lives perfecting their livelihood dependent skill set.

This almost superhuman dedication to the idea of self-mastery is slowly returning with the advent of the much needed and refreshing millennial mindset.

## Potential for great change...

This is a great time to be alive and any millennial who grasps the full import of Mr. Brokaw's predictions understands why wet shaving, due to its innate reliance on self-discipline, craftsmanship and dedication is making a resurgence.



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The sentiment that deep and praiseworthy was almost self-indulgence and addiction to excess of the baby boomer generation.

lasting work is both desirable and eclipsed by the greed,

Millennials realize that people are not replaceable and that a thriving business rests heavily on the capacity of management to nurture relations above profit margins. The idea 'money can buy you happiness' has (thankfully) died leaving a much sobered and disenchanted generation in its wake.

The stage is set for a new arrival a new credo and one in which it appears the millennials will take the lead.



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## What wet shaving REALLY means...

Wet shaving and the enthusiasm with which millennials are re-embracing this old art, then, is more than a fad; it's a symbol of a generational shift. And the shift is veritable Godsend so we feel).

Wet shave is a great way for men from all walks of life to start instilling sound moral values with lasting power because they are founded on the irrefutable character of the human spirit.

We can see three fundamental tenets that underpin the millennial wet shave trend:

1. In learning the art of wet shaving, the importance of mentorship from an older and wiser generation of men is valuable and empowering;
2. The dedication and commitment to wet shaving as a reflection of the level of self-esteem and mental health of a generation of men; and
3. The strength found in solidarity when men share a common avocation or hobby with other men.

Finally then, the commitment to wet shaving encompasses so much more than an interesting way to remove facial hair. It marks a philosophical change in the general attitude of millennial men globally.

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In the course of human history, there has never been as many individuals in a single demography as Millennials, in terms of percentage of world-wide demographics.

Introducing a Wet Shaving Program as part of your retail plan can boost sales and increase profitability.

We can help. Give us a call for more information. Call 514 228 0435, or email [info@globalshave.club](mailto:info@globalshave.club).

**“ Espresso - Built to Endure “**



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