shaveslow

Traditional shaving as a slow ritual of well-being.

MEDIA KIT · 2026 · SHAVESLOW.COM



AT A GLANCE

Shaving is not a chore. It is time given back.

Shaveslow is an independent blog about traditional wet shaving, written in English, French and Italian. It treats the daily shave as a slow ritual of well-being rather than a chore: personal stories, honest reviews without scores, guides, history and a glossary.

3
languages, each written for its own readers

3
new articles every week

0
affiliate links, sponsored posts or paid reviews

30.11
official launch, 2026

“We don't need to shave faster. We need to live more slowly.”

From the Shaveslow Manifesto



THE WHY

Shave Therapy

A quarter of an hour in front of the mirror is not time lost: it is time given back.

Shaveslow grew out of a personal journey. After a burnout, traditional shaving became for its founder a daily ritual of attention and well-being: the warmth of the water, the scent of the soap, the sound of the blade. A practice the blog calls Shave Therapy.

That is the thread running through everything on the site. Shaving is approached as a moment worth paying attention to, not a job to get done. No clock to beat, no perfection to reach, no dogma about the right tool.

Shaveslow shares this as personal experience. It is not a promise and not a cure.

Slow doesn't mean going slowly.
Slow means being there.

THE FOUNDER



Armando

Armando was born in Naples and has lived on the French Riviera for many years. For thirty years he worked in communication and marketing: he founded an advertising agency, designed fashion accessories, led marketing for a large sales network, ran communication for brands across Italy, France and Monaco, and created Italian organic food brands.

A burnout brought that career to a halt. In the time that followed, his curiosity about traditional shaving turned into a passion, then into research, reading and writing. Shaveslow is the result: a place to share what he has learned, slowly. He is also a self-confessed collector of colourful socks, fountain pens and, now, razors, brushes and soaps.

SHORT BIO

Armando was born in Naples and lives on the French Riviera. After thirty years in communication and marketing, he founded Shaveslow, where he writes about traditional shaving as a slow ritual of well-being.

WHAT YOU'LL FIND

Stories, gear, culture and soundtracks



Shave Notes

Personal accounts of a single shave, each with its own soundtrack. The diary of the ritual.



Reviews

One product at a time, without scores, closed by a narrative Shaveslow Verdict. Two a week, on Wednesday and Sunday.



Explore

Guides, techniques, scents, history and culture of shaving, with sources cited in every article.

Glossary

A growing glossary of traditional shaving, in all three languages.

The Slow Letter

The newsletter on Substack, on the 15th and 30th of each month, from 15 December 2026.

Manifesto

Eight principles: time, pleasure, no race, no dogma, the right to get it wrong, the senses, curiosity, honesty.

EDITORIAL PRINCIPLES

Independent by choice

Sources, always	Every article cites its sources. Reviews are based on personal experience and say so.
Nothing for sale	No affiliate links, no paid content, no payment accepted for reviews.
Samples disclosed	The origin of every product reviewed is stated. Sending a product creates no obligation to publish.
No preview	No brand reads or approves content before publication.

Full details: Editorial & review policy and Collaboration terms, at shaveslow.com.

WORK WITH SHAVESLOW

BRANDS & ARTISANS

Present your products for review. Sending a product creates no obligation to publish.

COMMUNITIES & BLOGS

Share Shaveslow articles in your spaces, or point your readers to them.

PRESS & PODCASTS

Interviews, quotes and features about slow shaving and the Shave Therapy approach.

Questions, answered

What is Shaveslow?

An independent blog about traditional wet shaving, in English, French and Italian. It looks at the daily shave as a slow ritual of well-being: personal stories, reviews, guides, history and culture.

Why “Shave Therapy”?

Because that is what traditional shaving became for its founder after a burnout: a quarter of an hour of attention, every morning, that belongs to him alone. Shaveslow shares that experience as a personal one. It is not a promise and not a cure.

Why three languages?

Traditional shaving has deep roots in Italy, France and the English-speaking world, each with its own words, products and habits. Every version of Shaveslow is written for its own readers, with the vocabulary they actually use.

Do you accept products for review?

Yes. Brands and artisans can present their products through the contact page. Sending a product creates no obligation to publish, no brand reads or approves content before publication, and the origin of every sample is disclosed.

Do you publish sponsored content or use affiliate links?

No. Shaveslow has no affiliate links, publishes no paid content and accepts no payment for reviews.

Who is behind Shaveslow?

One person: Armando, who lives on the French Riviera. Every message is read personally.

How can I arrange an interview or a quote?

Write to armando@shaveslow.com, or use the contact page and choose “Press and podcasts”. The usual reply time is within a week.

READY-TO-USE DESCRIPTIONS

About Shaveslow

SHORT · 25 WORDS

Shaveslow is a trilingual blog (English, French, Italian) about traditional shaving as a slow ritual of well-being: stories, gear, culture and soundtracks.

MEDIUM · 50 WORDS

Shaveslow is an independent blog about traditional wet shaving, written in English, French and Italian. It treats the daily shave as a slow ritual of well-being rather than a chore: personal stories, honest reviews without scores, guides, history and a glossary. No affiliate links, no sponsored content.

LONG · 150 WORDS

Shaveslow is an independent blog about traditional wet shaving, published in English, French and Italian since November 2026. Its starting point is simple: a quarter of an hour in front of the mirror is not time lost, but time given back.

Shaveslow was founded by Armando, who spent thirty years in communication and marketing. It grew out of a personal journey: after a burnout, traditional shaving became for him a daily ritual of attention and well-being, a practice the blog calls Shave Therapy.

The site brings together Shave Notes, personal accounts of a single shave, each with its own soundtrack; Reviews without scores, closed by a narrative Shaveslow Verdict; and Explore, with guides, history, culture and a growing glossary. Each language version is written for its own readers, not translated word for word.

Shaveslow has no affiliate links, publishes no paid content and shares personal experience, never promises.

FACT SHEET

Shaveslow in brief

Name	Shaveslow
Tagline	Traditional shaving as a slow ritual of well-being.
Website	shaveslow.com
Launch	30 November 2026
Languages	English, French, Italian
Founder and author	Armando, French Riviera
Formats	Shave Notes · Reviews · Explore · Shave Therapy · Manifesto · Glossary
Publishing rhythm	Three articles a week, including two reviews (Wednesday and Sunday)
Newsletter	The Slow Letter · shaveslow.substack.com · 15th and 30th of each month
Social	Instagram, Facebook, Pinterest @shaveslow · YouTube @shaveslowritual
Press contact	armando@shaveslow.com

BRAND COLOURS & TYPE

Blu Quiete
#102C3B · RGB 16 44 59
Pantone 539 C
(indicative)

Avorio Ritual
#F5F1E8

Salvia Calma
#9CAB9E

Pietra Chiara
#D8D1C5

Bianco Puro
#FFFFFF

Outfit for titles and the logo · **Source Sans 3** for text. Both free on Google Fonts.

shaveslow

Live. Think of yourself. Enjoy every moment. Make the most of Slow.

PRESS CONTACT

armando@shaveslow.com

ONLINE

shaveslow.com

shaveslow.substack.com

@shaveslow · @shaveslowritual

USING THESE MATERIALS

The logos, images and texts in this kit may be used free of charge in articles, reviews, interviews and presentations about Shaveslow. Please do not alter the logo or use these materials to advertise other brands or products. Photo credits: Shaveslow, unless stated otherwise.