

Wolves In Wool Barbershop Celebrating Fifth Anniversary in Yorktown

By Jen Holden, Peninsula Chronicle

February 22, 2023



Photo of Jeff McGonigle, owner of Wolves In Wool, by Jen Holden.

YORK-Wolves In Wool has specialized in providing goods, grooming, and barbering for men who lead their pack since it opened in the Wolf Trap Crossing shopping center February 4, 2018. Owner Jeff McGonigle founded Wolves In Wool in response to a lack of establishments that cater to men.

Located at 5906 George Washington Memorial Highway next to Gaming Cards & Comics, the business focuses on supplying customers with first-class men's grooming goods and accessories. The full-service, traditional barbershop specializes in beard maintenance, hot towel straight razor shaves, and haircuts for clients. For McGonigle, growing his business has been a labor of love.

“I couldn't grow a beard until I was about 35 years old,” said McGonigle. “I'd always been into old-school grooming using straight razors and safety razors and when I decided to grow my beard, I had a hard time finding products to care for it.”

He visited local stores but didn't see much of a selection to choose from. While online shops offered a variety of choices, most products were scented and McGonigle wasn't interested in purchasing a product without smelling it first.

“When people buy perfume or cologne, they want to be able to smell it before they actually purchase it. I felt the same way about beard products,” said McGonigle. “That’s when I had the notion that there should be a local place where people could go shop in person specifically for beard products.”

A man on a mission, McGonigle took a risk and left Canon Virginia Inc. after a ten-year career with the Fortune 500 company to run a kiosk in Patrick Henry Mall for a year and a half called Beard Splitters before securing Wolves In Wool’s first brick and mortar in Yorktown.

“I saw that there was a real need in the community and thought, ‘I’m going to make a go of this,’” he said.

The news that there was a new barbershop in town traveled fast, and patronage exploded through word of mouth. Prior to the covid-19 pandemic, walk-in services were offered, and it was common for the barbershop to have a line of customers waiting to enter the building. McGonigle implemented online scheduling to eliminate wait times, but still harbors the traditional mindset that barbershops should be revered as gathering places.

The shop offers three TV screens that are usually reserved for viewing sporting events and another that plays a compilation of classic rock, jazz, blues, and bluegrass handpicked by the owner.

“We have an ABC license, so if someone wants to come in ten or fifteen minutes early, we can serve them a cold beer while they wait,” said McGonigle.

The barbershop currently has three barbers on site and is looking to hire another.

“Though our services are the bread and butter of the business, I handle the retail side of things, which is very near and dear to me,” said McGonigle. “I’ll always want to have more products than a run-of-the-mill barbershop, where they just have a couple of dusty cans of palm that have been sitting on a shelf forever.”

More than half of Wolves In Wool’s customers are affiliated with the military.

“We do everything from military-style haircuts to traditional pompadours,” said McGonigle. “I had my own hair cut short recently, but for a long time, I had the Elvis Presley pompadour.”

Wolves In Wool offers a wide selection of products and accessories to choose from including beard balm, beard oil, beard wash, shaving creams, beard brushes, beard splitters, shampoos, conditioners, lotions, soaps, razors, and more.

“We carry a variety of brands like Duke Cannon, Grave Before Shave, Sauvecito, Big Bourbon, as well as others,” said McGonigle.

Haircuts run \$30, or \$25 for military and first responders. Beard trims cost \$25 and beard line ups range in price from \$16 to \$12. Face and head shaves are both priced at \$30.

To make an appointment or browse Wolves In Wool’s online shop, visit its [website](#). For store news and information regarding new products offered at the barbershop, visit its [Facebook](#) and [Instagram](#) pages.