

The appeal of venues dedicated to men is obvious: while day spas are hugely popular with men, most places are designed primarily with women in mind. According to Philip Kirkwood of Zipt Men's Day Spa in Melbourne, even the unisex ones "are a little bit pink". It's a sentiment echoed by Leicester Cory of Guys Grooming in Perth. "Sales of men's grooming products reached \$374 million in Australia last year. We have seen a huge demand for male grooming venues that provide a comfortable masculine environment for treatments." This masculine environment starts with the décor: lots of neutral tones, metals and extras like men's magazines and plasma televisions showing sport. Detail for Men in Sydney even offers a beer with its hair services. "We've taken away the fluffy side of it," laughs Andrew Chim, Detail for Men's CEO.

The most common services are haircuts and colours, especially to cover grey, but treatments such as facials, massages and waxing are growing rapidly in popularity. There is one obvious difference, though: the names. There's no mention of mani-pedis, here it's hand and foot detailing and face treatments rather than facials. 'Detailing' is a word that is used frequently in men's venues because, as Chim explains, "men will detail their cars, for maintenance and to keep them looking good, so we say detail

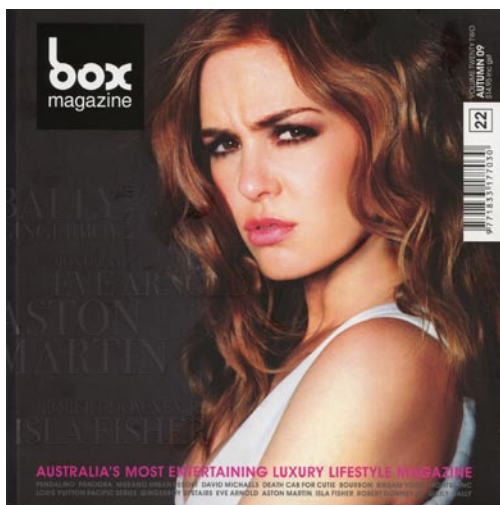
drivers, students and thousands of office slaves, from 14 to 87 years of age". It's the same in Sydney and Perth: clients are mostly professional businessmen or sportsmen. One thing all the venues agree on is the misconception that men's grooming is some sort of metrosexual fad. "Men are realising that is now socially acceptable to regularly groom and that women these days appreciate a little effort," says Cory. Looking good is about looking and feeling healthy, stylish and attractive, something we all need and something that men can now find on their own terms.

BOX BRIEF

NO GIRLS ALLOWED ■ You won't find pink towels, herbal tea or Enya music at men's only salons; Sydney's Detail for Men even offer beers with each haircut

WISE MEN ■ Men's salons focus on educating men to take care of their skin and hair. No inner chakra work here

BOYS TO MEN ■ Clients of men's only salons include bartenders, electricians, accountants, truck drivers and students



BOYS CLUB

DETAILING IS NO LONGER JUST FOR CARS. NOW GUYS CAN BRUCE THEMSELVES UP TO MEN'S ONLY SALONS.

From humble shaving creams to professional products, shaving and grooming are the most common services at men's grooming salons. There has been a jump in men's grooming services, the latest words in salons that cater only to men. Salons only for men men have been a main draw for the brands' hair, toner and a variety of the low price in the history of men's grooming. At least for the time being, the both were regarded as a fundamental need of men. Men of all social groups want there not just to clean up, but to take in their own, look in full body and the management, always and those that hair and make themselves. So rather than being a store for a "boy's only men's" detailing, men's only is a man's club.

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your body." With waxing, it's not about coming out hairy and grooming is about maintaining an. Probably most famous for its cameo in *Billboard*, the brand on both sides of the Atlantic is getting to get in touch with that unisex side. According to the year group, however, *Billboard* and *Billboard* are welcoming the return of the gentlemen's magazine, "because guys don't want to be called 'metrosexual'." Detail says there is a difference between metrosexual and guys coming about looking good. We allow you to remain unisex but still guys. Just ask: Vinyr Croy.

In general, face treatments are designed to appeal to their wanting to look good and feel confident after the "day's grooming." "I've got my skin work," says Kirkwood, "and your face is the most important part of you, but it's really getting advice for their skin on the way, professional treatment and professional products." These products include men's brands like *Avon* or *Avon*, Australian brand *Avon* and *Avon*.

And to put one preconceived notion to rest, clients come from all walks of life. *Billboard* says the "barbers, electricians, senior accountants, truck drivers, students and thousands of office slaves, from 14 to 87 years of age". It's the same in Sydney and Perth: clients are mostly professional businessmen or sportsmen. One thing all the venues agree on is the misconception that men's grooming is some sort of metrosexual fad. "Men are realising that is now socially acceptable to regularly groom and that women these days appreciate a little effort," says Cory. Looking good is about looking and feeling healthy, stylish and attractive, something we all need and something that men can now find on their own terms.

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HEALTH BOX

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