

Guys get pampered without the poncing

Janelle Macri

A NEW concept store opening this week in the CBD is hoping to attract the attention of Perth businessmen who like to put a bit of extra effort into their appearance.

The brainchild of Nathan Ahern and his wife, Rebecca, Guys Grooming is the city's first male grooming venue, providing professional services and treatments in a masculine workshop-type environment.

Located at 160 Central in Hay Street Perth, the venue will feature six treatment rooms and five hairdressing chairs, as well as a lounge area with plasma screens and a coffee bar.

The service menu includes massages, stress relief and executive facials, and hand and feet 'detailing'.

In the haircare bay, guys can take advantage of grooming cut, style and colour experiences, as well as a 'pepper control' service using an advanced camouflage technique.

The décor of the workshop has a strong, uncomplicated and masculine feel about it – no flowers, waterfalls or inspirational artwork to be seen.

"It's definitely not a pink pamper palace. It's got a very industrial-type look to it," Ms Ahern told *Business Class*.

"We've tried to steer away from the words beauty therapy and salon. It's a male grooming venue."

The founders took the idea from

LOOKING GOOD

- City's first men's grooming venue
- Men's skincare a major growth industry globally.

Europe, where the male grooming industry has developed to a more mature stage.

The Aherns travelled extensively throughout Europe and the US to see how the concept was being articulated elsewhere.

"Three of the four business partners were working in Europe, and saw the European men looked after themselves," Ms Ahern said.

"[Australian] men need educating at the moment. Guys tend to want to do things, but often find themselves wandering the aisles of Coles trying a few different moisturisers and things."

The venue will use the Dermalogica skincare range, and Redken for Men and American Crew haircare products.

Ms Ahern said male grooming was a major big growth industry worldwide, with an estimated increase of 25 per cent in services and products last year.

The venue will open for business on Tuesday March 25, with the formal launch night on Friday March 28.

Guys Grooming will then trade Monday to Friday 8am to 6pm.