

STW

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REIGNING MEN

IT'S TIME FOR THE GENTS TO TAKE THE FASHION SPOTLIGHT. WITH MENSWEAR RETAILERS ON THE RISE, IT SEEMS THE PERTH MAN IS CERTAINLY TAKING NOTICE. THE RESULT – A MORE **FASHION-SAVVY MAN** AROUND TOWN.

PERHAPS WE HAVE OUR WELL-DRESSED visitors to thank. The sharp-suited Melburnians, or the fashion-forward Europeans. Or maybe it's generational. While grunge seeped through the '90s, the noughties are certainly about a more confident man. The metrosexual. The groomer.

As a result, men's retail is booming. Six new high-end menswear retailers have opened their doors in the past six months – Zekka and Dilettante in the CBD, Brave New World and Nyepovia in Northbridge, Zanerobe in Fremantle, and the second Highs and Lows in Claremont. Slick Melbourne label Calibre will also be opening in Claremont early next month, with a second CBD outlet planned.

These stores are leading the way by offering male shoppers a unique shopping experience.

"The Perth guy is well travelled and seeking the fashion that they may have seen internationally or in Sydney or Melbourne," says Zekka's Scott King. "Men are catching up. And here we're trying to show them how to mix labels and styles together.

"Perth is ready. If Melbourne and Sydney can do it, why can't we?"

One word fits the mood this season. Polished. Mix luxe fabrics with intense colour, traditional tailoring with modern cuts. A little bit of gentlemanly style is a must.

For Karen Djordjevic of Brave New World, it's all about making it easier for the customer.

"Men are definitely starting to take notice of our overseas or interstate visitors, and I think now they realise there is more out there," says Djordjevic. "We have sectioned

the store to make it easier. One section will include jeans, tees, hoodies and cardies, and there will be an area for the more directional fashion pieces – incredible trousers and modern suiting, finely crafted shirts and ties. Brave New World is for the individual – it's not about the commercial trends."

And to complete the look, men need to groom. Guys Grooming has recently opened to help transform scruffy and dishevelled into immaculate and polished. Here men can experience a full-salon hair service, facials, waxing and massage (using Dermalogica products), as well as hand and feet detailing.

"Sometimes it can be very intimidating," says Nathan Ahern, co-owner of Guys Grooming. "We've set up a chillout room with flat-screen TV, couches and magazines, so there's a level of discretion and privacy."

Check out:

Zekka, 74 King St, city, for Rick Owens, Comme Des Garçons, Raf Simons, Undercover and Y-3 labels.

Dilettante, 575 Wellington St, city, for Vivienne Westwood, Preen, Givenchy, Blaaak and Gotti.

Brave New World, 315 William St, Northbridge, for Chiodo, Genae, Resterods, Leopold and Trussardi.

Highs and Lows, 21 Bay View Tce, Claremont, for Huffer, Rittenhouse, PAM and Tsubi.

Zanerobe, 54 Market St, Fremantle, for Trovota, Zanerobe, Tsubi and Modern Amusement.

Nyepovia, 17 William Lane, Northbridge, for House of Holland, Jeremy Scott, Raf Simons and Vivienne Westwood

Guys Grooming, shop G5, 160 Central Arcade, 811 Hay St, city.

