



Owner Leicester Cory and staff in his salon.
Pictures: Tomasz Machnik

Tend it like Beckham

The days of men being too embarrassed or too time-poor to look after their appearance are gone, according to one of the owners of Perth's only male grooming venue.

The idea for Guys Grooming, a specialist male-only grooming venue, is the brainchild of Perth-raised businessmen Leicester Cory and Nathan Ahern.

While working overseas a few years ago, they realised that European men were just as well groomed as the women.

"It's not good enough these days to just brush your teeth and run a comb through your hair," Leicester says.

"Being a real estate agent, I know that your face is your business card and it's the first thing that people look at."

The venue offers grooming options specifically tailored for men, including hair styling, facials, waxing, hand and foot detailing and massage.

"It's a venue for Perth men to groom themselves in a comfortable male-orientated environment," Leicester says.

"We have a unique male concept here. You won't find any *Woman's Day* in our chill-out lounge or have Enya music playing in the background."

While in the past males have often frowned upon the concept of male grooming, it has gradually become an acceptable part of society.

Leicester says sporting superstars such as David Beckham and Ben Cousins have been highly influential in the change of opinion.

"David Beckham was once considered metrosexual but now he's normal because everyone's doing it," he says.

"It is hard to find one sportsman out there who isn't using some product in his hair."

The store is not only designed to groom the men of Perth but to also educate them about the importance of maintaining a suitable appearance.

"When you go for a job interview and you have dirty nails, as soon as you go for the handshake you've lost that first impression," Leicester says.

The venue can also be booked for group events such as pre-wedding preparation.

"But when it all comes down to it, we all want to look good for the ladies," Leicester says.

MICHAEL WASHBOURNE

■ Guys Grooming, 811 Hay St Perth,
Phone: 9226 3022,
www.guysgrooming.com.au

