

HOMMAGE Atelier: A Renaissance of Grooming in NYC

By **Guest Blogger** | MAY 11, 2011



When the editorial team at *American Spa* asked me to report on the opening of the new **HOMMAGE Atelier** By Julien Farel, my answer was a resounding, "Yes, please!"

Something about the mention of straight-razor shaves, personalized treatments catered to the male spa guest, and a brand-new luxurious space was more than enough to pique my interest.

Located on the penthouse space of **Julien Farel's** beauty empire on Madison Avenue, the Atelier is an intimate, sky-lit enclave designed to welcome and soothe the guest and provide an escape from the busy New York City streets. From my seat in a plush leather armchair in front of dual flat-screen TVs, the experience began with an offering of slippers, a cocktail, and a discussion of the highly customizable list of treatments. Services include sculpting facials; invigorating straight-razor shaves; neck, shoulder, and head acupressure massages; hand and foot grooming; haircuts with scalp massage; and other male-centric offerings.

For those guests interested in the true royal treatment, signature services include The Ultimate Facial with lymphatic drainage and shave and the Black Diamond Exfoliation, which features cultured black diamonds and silver spheres to exfoliate, detoxify, and renew the complexion. The list goes on with specialized and pre-event grooming packages and barbershop essentials provided by Julien Farel and his elite team of spa and beauty professionals.

The option for me this day was the Ultimate Facial and shave, and it was singular experience, as the HOMMAGE product line seemed particularly well-suited for my sometimes dry complexion. It's also about setting: the main treatment room is straight out of a James Bond movie set with a view through smoked glass window back at the Atelier floor. And to describe the treatments without a mention of the excellent staff would be a true disservice. The entire team moves deftly through the space with the panache that can only be gained from years of experience working with a discerning clientele who are accustomed to getting the very best. (For more details, be sure to check out the Radar section in an upcoming summer issue of *American Spa*.)

So this is very simply a call to all modern gentlemen. New York City is now home to a uniquely masculine escape to recharge, reinvigorate, and refresh. Plus, it's now open for reservations and also boasts a three-tiered membership service that offers priority access to all HOMMAGE Atelier locations worldwide. (Outposts across the Middle East and Asia are scheduled to open throughout 2011 and 2012.) Click [here](#) for more information.

—**Klint Callaghan**