



BY JULIEN FAREL

HOMMAGE ATELIER BY JULIEN FAREL

A Grooming Enclave for Men Opens on Madison Avenue

Atelier [a-tel-ē-ā]: French for a workshop or studio of an artist or designer. Originally stemmed from the Latin word, *astele*, meaning shavings from a spear.

HOMMAGE, the brand that defined the standard in men's luxury grooming is opening its first HOMMAGE Atelier in partnership with internationally recognized hair stylist Julien Farel to offer men a bespoke grooming enclave designed specifically with the man in mind. Master barbers, technicians and hair stylists, hand selected by Farel, are equipped with the iconic straight razors, shaving accoutrement and professional skincare products from HOMMAGE that deliver immediate results to promote physical and mental confidence. Offering a full, men-centric service menu that focuses on relieving stress and fatigue, the HOMMAGE Atelier by Julien Farel features premier amenities and butler-style service so that men can prime, network and unwind in catered comfort.

"The HOMMAGE Atelier by Julien Farel is the epitome of the HOMMAGE core philosophy and mission," says Tom Wilscam, Founder and CEO of HOMMAGE. "Every aspect of the Atelier is precisely measured to appeal to the masculine principle and each service is designed to relax, renew and provide armor for the business battles he will face each day."

Based upon innovative skincare-science backed by one of the largest R&D centers in the world, the high-performance services and treatments at the HOMMAGE Atelier by Julien Farel have been exclusively designed to deliver results based on the clients grooming and scheduling needs. The menu offers a full range of services from essential straight razor shaves to unique services specifically addressing men's common concerns. Carpal tunnel from excessive blackberry use is eased with *Hand Grooming*, a hand, wrist, forearm and nail treatment that goes beyond a typical manicure. A puffy face caused by sleep deprivation or a long flight is immediately chiseled with the *Face Sculpture* that pairs a lymphatic drainage system with a reinvigorating facial. Stubborn stubble and sensitive skin are no competition to the luxurious priming of the beard and face with the HOMMAGE Pre-shave Oil featuring white truffle extract and performance-driven shaving formulas that promote cellular renewal and deep hydration. Accupressure massages and reinvigorating techniques drawn from around the world and perfected by HOMMAGE are featured in each service so that whatever the client's individual needs and preferences, the result is assured: a competitive edge on the road or in the boardroom.

Only a few steps from The Four Seasons, St.Regis, The Plaza and Park Avenue residences and offices, the HOMMAGE Atelier by Julien Farel is located on the penthouse-level of 605

Madison Avenue and is a state-of-the-art grooming facility designed to ease, relax and restore New Yorkers and discerning gentlemen visiting from around the world.

Designed by Italian-French interior designer Luciano Abbaterusso, the Atelier is an effortless balance of modern European style with allusions to the New York skyline - transcending all expectations of a typical grooming lounge. Upon entering, a comfortable lounge area with dark wood flooring, cushioned custom chairs and a glass-encased fireplace is lit up with filtered natural light from the vast skylight. The glass display wall showcases the stunning shave sets and product collections from HOMMAGE – while acting as the one-way glass wall of the VIP room.

“The design was meant to completely revolutionize the way men approach a salon, spa or grooming lounge,” says Abbaterusso. “The décor reflects the brand’s aesthetic as well as the ‘HOMMAGE man;’ unapologetically masculine, comfortably confident and defiantly original.

Each guest is greeted by the General Manager upon arrival and a personal attendant ensures all guests’ needs are met by providing services like refreshments, jacket steaming and shoe-buff. HOMMAGE velvet loafers and robes are provided for optimal comfort. Prior to the service, a client may enjoy a double shot espresso or in the evening, a glass of single malt scotch, that he keeps in his personal casier provided exclusively to Atelier members. In the lounge or in the service chairs, any leading newspaper or magazine of choice is accessible via the iPad.

The service room is refreshingly streamlined and clean. The four state-of-the-art black leather chairs resemble the ergonomic seats on the world’s premier airlines and the grooming station, a first class cabin. Each station features an entertainment mirror that seamlessly embeds a personal LED TV screen with its own built-in sound system. The stations also boast a charging platform in the center drawer to power any electronic device and another drawer holds personal items during the service. Orchids are refreshed daily for a peaceful, elegant touch. As each service has been exclusively designed by HOMMAGE to be performed in the HOMMAGE chair, no man has to lie down fully or remove articles of clothing according to his preference.

Membership to the HOMMAGE Atelier by Julien Farel is offered at three tiers: Titanium, Carbon and Platinum and include benefits such as onsite personal casier, access to the VIP service room, preferential reservation times and access during off hours, exclusive invitations to HOMMAGE events and for global business men, preferred member benefits and priority access to other HOMMAGE Ateliers worldwide. Corporate membership is also available.

To book an appointment at the HOMMAGE Atelier by Julien Farel, please call 212.752.2100 or visit www.hommage.com/atelier. For media inquiries and requests, please contact Evins Communications at 212.688.8200.

About HOMMAGE

HOMMAGE defines the standard in men’s grooming. Designed exclusively for gentlemen, the innovative *ShaveCare* and *FaceCare* products and personal grooming accoutrement are crafted for a high-performance experience that recharges the man with pride and confidence. Headquartered in Paris, HOMMAGE provides bespoke rituals designed for men through the

finest luxury hotels and spas in international cities and resort locations such as, The Setai Fifth Avenue and The Carlyle in New York City, The Elysian in Chicago, The Montage in Beverly Hills, Pelican Hill Resort in Newport Beach, Tucker's Point Club in Bermuda and The Wynn in Macau and Hong Kong. The iconic products and equipment are also available in more than 15 international cities at luxury specialty stores such as Barneys New York, Harrods and Le Bon Marche.

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