



HOMMAGE

HOMMAGE
Atelier by Julien Farel

Address	605 Madison Avenue, PH New York, New York 10022
Phone	212.752.2100
Website	www.HOMMAGE.com/Atelier
Hours	Monday – Saturday 7:00AM – 7:00PM
Opening Date	March 2010
HOMMAGE CEO	Tom Wilscom
General Manager	Charles Hall
Partner	Julien Farel www.JulienFarel.com
Architect	Luciano Abbaterusso
Definition	Atelier [a-tel-ē-ā]: French for workshop or studio of an artist or designer. Originally derived from the Latin word, <i>astele</i> , meaning shavings from a spear.

HOMMAGE Atelier

The HOMMAGE Atelier by Julien Farel is a bespoke enclave where men can prime, network and unwind in catered comfort with like-minded cognoscenti. The HOMMAGE Atelier by Julien Farel can be found on the penthouse-level featuring a state-of-the-art grooming facility where services include the *Precision Express Shave* delivered with an exacting straight-razor in an ergonomic recline and *Hand Grooming* focused on in-depth reflexology of forearms, wrists and hand...every aspect of the Atelier is precisely measured to appeal to the masculine principle.

The HOMMAGE grooming Ateliers opening worldwide are realized by the team who defined the standard in men's grooming accoutrement and skincare. The premier New York location on Madison Avenue is only as the Manhattan man would have it – ambitious, confident and experientially distinctive.

Each service has been exclusively designed to deliver results based on his grooming and scheduling needs and incorporates techniques and technologies from around the world – refined by HOMMAGE.

Private membership will be offered by invitation-only to an exclusive list of New York and global business leaders and influencers. Corporate membership is also available.

Services

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 invite gentlemen to relax, rejuvenate and reward themselves.

The results: Competitive edge in looking and feeling his best, whether on the road or in the boardroom. Services include face sculpting facials, invigorating shaves with neck, shoulder and head acupressure massages, jet-lag banishing techniques, hand and foot grooming, haircuts with scalp massages and other focused methods designed for men only. Each service will be catered to meet the client's individual needs and preferences.

Menu

Face

- Ultimate Facial
- Face Sculpture
- Black Diamond Exfoliation

Shave

- Essential Face Grooming
- Precision Express Shave
- Beard Maintenance

Hair

- The Essential Cut
- Highlights
- Single Hair Color
- Gloss
- Scalp Shave
- Healthy Scalp Grooming

Body

- Hand Grooming
- Foot Grooming
- Back Sculpture
- Tension Release Back Massage
- Waxing Services

Membership

HOMMAGE Atelier by Julien Farel Memberships will be offered at three tiers: Titanium, Carbon and Platinum. Members will have access across all HOMMAGE Atelier locations around the world (additional locations are scheduled to open across the Middle East and Asia throughout 2011/2012). Corporate membership is also available upon further request.

Membership benefits include:

- Personal, engraved shave set and onsite casier
- Reductions on all treatments and products
- Access to the private VIP service room
Preferential reservation times and access during off hours
- Private event fee waived for corporate or personal events
- Exclusive invitation to all HOMMAGE special events
Membership privileges extended at HOMMAGE Ateliers worldwide

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, Atlantis The Palm and The Palace in Dubai 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. www.HOMMAGE.com

Online Shop

www.HOMMAGEShopOnline.com

About Julien Farel

Julien Farel began his illustrious career at the age of 19 cutting hair in the French Alps at the iconic **Jacques Dessange** salon. For ten years, Farel ascended the ranks and was ultimately asked to lead Dessange's New York Training School in 1992. After catching the eye of Frédéric Fekkai in 1994, Farel was appointed the prestigious title of Cutting Designer and tasked with training Team Fekkai in both New York and Los Angeles. In 2001 Farel joined forces with two exceptionally talented friends, Hair Designer Elvin Arvelo and Color Director Peter Oon to create the Julien Farel Group. The success of the flagship salon at 605 Madison Avenue has led to satellite salons in Cabo San Lucas, Mexico and The Setai Fifth Avenue in New York City. Since 2007, The Julien Farel Salon has been the exclusive hairstylist of the US Open.

Press Contacts

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