



## Haute Spot: HOMMAGE and Julien Farel's New Luxury Atelier for Men

Posted By Mariel Cayre on April 4th, 2011



Internationally recognized hair stylist **Julien Farel** has teamed up with **HOMMAGE**, the brand that defined the standard in men's luxury grooming, to open its first HOMMAGE Atelier on Madison Avenue, offering men a premier grooming experience.

Professional barbers, technicians, and hair stylists, all hand picked by Farel, are provided clients with iconic straight razors, shaving accoutrement, and professional skincare products from HOMMAGE that promote physical and mental confidence. Upon arrival, guests are provided with services such as shoe-buff, jacket steaming refreshments, and iPads to catch up on magazine or newspapers.

This penthouse-level atelier was designed by Italian-French interior designer Luciano Abbaterruso. It features dark wood flooring, cushioned custom chairs and a glass-encased fireplace. The glass display wall showcases the beautiful shave sets and product collections from HOMMAGE and also acts as a one-way glass wall of the VIP room.

The menu offers a wide variety of services like essential straight razor shaves and several treatments designed specifically for men's needs. For example, carpal tunnel from excessive blackberry use can be relieved with their *Hand Grooming* hand, wrist, forearm, and nail treatment. Another example is the *Face Sculpture*, which is provided to cure a puffy face caused by sleep deprivation or a long flight.

Membership to the HOMMAGE Atelier is offered in three tiers: Titanium, Carbon and Platinum and provides 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, located at 605 Madison Ave., call 212.752.2100 or visit [www.hommage.com/atelier](http://www.hommage.com/atelier)*

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