

BEAUTY, SHOPPING, TRAVEL | April 29th 2011

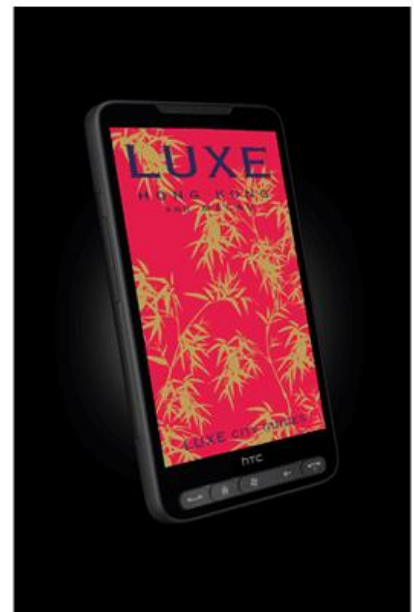
Groom Groom Room - HOMMAGE Atelier by Julien Farel, New York

BY THE LUXE EDITORS ✓ Like 5

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Razor sharp looks

In [New York](#), a man has to look sharp to stay sharp and ahead of the pack, even more so if you're an uptown boy [Ed. and contrary to appearances, those downtown hipsters take forever to put their carefully tousled looks together too]. Here to help you get that polished edge is [HOMMAGE Atelier by Julien Farel](#), a collab between the cult grooming brand and master barber, secreted away in the Madison Ave penthouse of Julien's salon.



Close shave

As befits the HOMMAGE brand, the grooming salon is spunky, hunky and contemporary, with dark timber flooring, black leather and chrome armchairs, glass-encased fireplace, LED TV, one-way mirrors and the full range of its sleek products to buy, naturally. Before your treatment, get comfy in robes and velvet loafers, throw back an espresso or a scotch and browse an iPad, while your jacket is whisked away to be steamed and shoes shined.



Get in that chair

Services range from straight razor shaves, beard trims and barber cuts to custom facials using black diamond exfoliation, black silt masks and acupressure massage. There's hand and foot grooming that goes beyond your ho-hum mani/pedi to include massages of your crackberried wrists and forearms, as well as neck and shoulder rubs. And because it's the details that count, there's also back, crack and s-aargh!-ack waxing. Now you're ready to conquer the world again.

605 Madison Ave (at 58th St). T: +1 212 752 2100. W: hommage.com