

SINGAPORE

THE PEAK

AUGUST 2011



PRIME MOVER

**CHAN SOO KHIAN,
FOUNDING PRINCIPAL
AND DESIGN DIRECTOR,
SCDA ARCHITECTS**

THE CRAFT ISSUE
RESTORATION MASTERS
THE RISE OF LUXURY TEQUILAS
MAKI-E: JAPANESE ART PENS

THE BRIEF



**HOMMAGE
ATELIER BY
JULIEN FAREL**
A masculine
spa haven

THE MEN DO GET IT

TEXT CHARMIAN LEONG

Men may have claimed many territories for themselves – think sports bars, golf courses and cigar clubs. But when it comes to the spa, they often have to navigate an estrogen minefield. Which probably explains why gents have been thronging the Hommage Atelier by Julien Farel on Madison Avenue, New York, a bespoke grooming space exclusively for them.

Launched by men's luxury grooming brand Hommage in partnership with renowned hairstylist Julien Farel, the Atelier's treatments are tailored with the working man in mind. Manicures are replaced with "Hand Grooming", an extensive treatment that includes even the wrist and forearm for those suffering from excessive Blackberry use. Have stubborn stubble and sensitive skin? Go for the pre-shave oil made with white truffle extract and formulas that promote cellular renewal and hydration.

No expense is spared for your comfort. A personal attendant is on hand to provide a glass of single malt Scotch (or a double espresso if you're on the clock),

steam your jacket and buff your shoes. The iPads are preloaded with leading newspapers and magazines for your browsing pleasure. And even if you're there solely for a beard trimming, you can enjoy your personal LED TV screen built into the mirror.

Memberships start at US\$1,500 (S\$1,830) a year and members receive a personal engraved shave set, access to the private VIP service room and exclusive invitations to Hommage events. You can also pop into any Atelier around the world, with outlets open in Macau, Chicago, Bermuda and Dubai. Plans are afoot to launch the concept in India, Abu Dhabi and possibly Singapore and Japan as well, so stay tuned. [▶](#)