



The Barbershop 2.0

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Marco LafiandraThe lounge area at Hommage Atelier.

Julien Farel has teamed up with Hommage, a Parisian luxury men's face-care brand, on [Hommage Atelier](#), a ritzy new venture that combines your local barbershop with an upscale Manhattan grooming salon. It sits on the penthouse floor of Farel's 605 Madison Avenue building, where for the past 10 years he has built a reputation for cutting and styling women's hair.

The goal of Hommage Atelier is to create a sophisticated and masculine space where men can enjoy a little pampering — without the dainty feeling of most other luxury salons that are intended mainly for women. In addition to hand and foot grooming, there are massages and facials with black diamond exfoliation, straight-razor shaving by a third-generation barber from Detroit and hair appointments by a stylist of choice (including Farel himself).

The décor is minimal with solid tones of grays that spread from the leather barber chairs to the graphite stone walls in the lounge area, where iPads and a flat screen TV have replaced tattered magazines. The V.I.P. client who is in need of an extra escape can have his grooming done in a private room that is walled with a one-way mirror, which allows him to view the entire salon without being noticed. Walk-ins are welcome, but the atelier is aimed at members who seek a quiet, men's-club-like atmosphere without the hustle of an old-school barbershop.

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