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march 30, 2011

## NEW YORK: THE ULTIMATE MEN'S GROOMING LOUNGE OPENS

By Christina Ko/ Lifestyle



Recently, in our January/February issue, we uncovered the world of [Julien Farel](#), hairstylist extraordinaire, whose clients include Richard Gere, Kate Moss, Ivanka Trump, and Rafael Nadal, to name just a few. Now he has partnered with Hommage, best known for its luxe shave sets, to open a state-of-the-art men's grooming lounge on the penthouse level of his Madison Avenue salon. And who better to trust with this than Farel? Opening this week, **Hommage Atelier by Julien Farel** is staffed with stylists, barbers and aestheticians hand-picked by Farel and features individual grooming stations that are like first-class cabins on steroids: iPad 2s for reading, TV-embedded mirrors and drawers dedicated to charging gadgets; all treatments, from shaves (from \$50) to haircuts (from \$125) to massages (from



\$100), are done in black leather ergonomic chairs. The menu is well thought out, with options such as hand reflexology (\$50) for those whose fingers need a break from their BlackBerrys and lymphatic drainage face massage (\$125) for the puffy-faced businessman who suffered numerous sleepless flights. The service is first-class, too, with a personal attendant for each guest, who can, say, have your shoes shined or suit steamed. For real VIP treatment, however, Hommage Atelier offers three types of annual memberships—Titanium (\$1,500), Carbon (\$4,000) and Platinum (\$6,000)—which, among other perks, includes a personal engraved shave set and private casier, special rates, off-hour appointments and access to Hommage Ateliers around the world (plans are underway for outposts in Asia and the Middle East). And once you slip into that robe and velvet loafers, don't forget to request your beverage of choice—single-malt Scotch, anyone? At 605 Madison Ave., New York; 212-752-2100; [hommage.com/atelier](http://hommage.com/atelier).

Photo Luciano Abbaterusso, Farel: Pablo Corradi