

# Beauty **GROOMING**

## **The Ultimate Groom Room**

Thursday, 28 July 2011 19:30

Tips, tricks and product recommendations

**The coveted men's-only salon, Hommage Atelier in New York City, transforms the practices of an old-fashioned barbershop into decadent indulgences**

By Brittany Drye

Thanks to an increasing trend in men-only salons, men are able to enjoy spa services that are tailored specifically to their gender. And these stud spas are perfect for nuptial needs—a massage to relax those pre-wedding jitters, a wedding hairstyle that's perfectly coifed for photos, and a fresh shave for scruff-free skin.



The recently opened Hommage Atelier (605 Madison Ave., New York, NY, 212.752.2100) is a collaboration between master stylist Julien Farel and cult grooming product line Hommage. This decadent men's-only salon is tucked away on the penthouse floor of Farel's beauty empire on Madison Avenue in New York City, and has quickly become an enclave for men's luxury grooming.



Stepping inside this posh man cave, decorated with hunky leather and chrome furniture, LED TVs and rich ebony maple flooring, you'll immediately be greeted with an iPad and choice of scotch, Champagne or espresso. Swap your suit for a comfy kimono and relax while your jacket is whisked away to be steamed or your shoes to be shined.



Their indulgent menu ranges from basic to the almost-imaginative, all with a gentlemanly twist: a Jet Lag Recovery massage for the jetsetter (\$80-\$190), The New Yorker, a shave with an eye awakening treatment before your evening rendezvous (\$100), The Handshake, a manly manicure and hand massage (\$25) the Black Diamond Exfoliation, in which your skin is cleansed and brightened using their exclusive black diamond dust (\$125), and more.

After a few hours here, you'll be primped and primed for those wedding close-ups.

Photos: Courtesy of Hommage Atelier