

Groomed for success



Antonia O'Keeffe



A new pampering place for men in a Georgian setting is the result of global research and a lot of common sense, established by property developer Cian McDonald and film producer John Erraught, right, who became friends while working on some of Neil Jordan's films.

Cian had first thought of the idea to set up The Grooming Rooms for men when he was visiting Melbourne. Fast-forward several years and Cian and John finally put their plans into action. They travelled widely to gather inspiration, looking at existing operations such as Trumper in London. From Paris to the US and Australia, they tried to select a high point from each

establishment, but improve upon it in some way. They looked at a few premises in the city centre, but as soon as they spotted a five-storey, 4,000 square-foot Georgian building in South William Street, they knew they were onto a winner.

"Our biggest bit of luck was that the building was available when we needed it," says Cian.

They were also fortunate that the fabric of the building was still intact. With high ceilings, beautiful cornicing and a stunning staircase, they were already on to a good start. The pair have worked with the existing architecture to create a beautiful premises, which is a perfect execution in restraint, good

taste and attention to detail.

The reception area desk (above) is actually an old bar, which they found in a flea market in Paris. The mirror is by Fassbinder & English, 17 Lower Leeson Street, Dublin 2 (telephone 01-661 7678 or visit www.fassbinderenglish.com).

Cian and John sourced their barber chairs in the States.

"Some people said we were mad because the waiting room is so big and they thought it was a waste of space," says John, "but we want a calm place for clients to relax." ❏

The Grooming Rooms, 16 South William Street, Dublin 2, 01 679 0777
www.thegroomingrooms.com

Photography Paul Raeside
Styling Amanda Cochran



Antonia O'Keeffe is deputy editor of *Image Interiors* magazine, out now