



John Erraught,  
film executive,  
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The Grooming  
Rooms

# MY STYLE

**DESCRIBE WHAT YOU'RE WEARING** The coat is Dolce & Gabbana, the jumper by Yohji, shirt by Comme des Garçons and the Church shoes are five years old. I hope I don't sound pretentious!

**YOU OBVIOUSLY LIKE JAPANESE DESIGNERS** I like them for their elegant lines and tailoring.

**WHERE DO YOU BUY?** I travel a lot to New York mainly and sometimes I am in Paris but I am not a big shopper. I have friends who are costume designers and they give me gifts of clothes.

**WHAT DO YOU WEAR WHEN TRAVELLING?** I travel very lightly and the occasion determines what I bring. I love T-shirts and jeans, but I don't really have a travel kit.

**ANY PARTICULAR PASSIONS?** I like watches, but I am not a collector. I wear a nice 40-year-old Patek Philippe, which I got in LA. As for shoes, I am more Cary Grant than Carrie Bradshaw!

**ANY STYLE ICONS?** Barack Obama – his style is all about how carriage can make an outfit. On a different person, it would not be noticeable. I also admire the Italian artist Francesco Clemente, Thierry Henry from Barcelona and all the AC Milan [players] – and classic Steve McQueen. Johnny Depp looks well, can put things together well and has unique taste.

**HOW DO YOU DESCRIBE YOUR STYLE?** Classic masculine, I suppose. I haven't thought about it. I don't really like anything too loud or what's everywhere. I like black, grey, navy, but also white shirts in the summer, particularly Agnès B. I don't like logos on clothes.

**APART FROM THAT, ANY PET HATES?** Pants that are halfway down the butt. The super-baggy trousers around the shoe. Pyjamas and Ugg boots going to the shops. Guys who wear their sweaters tied around their necks, or cowboy boots with suits.

**WHERE DID THE IDEA FOR THE GROOMING ROOMS COME FROM?** My business partner Cian McDonald got a gift token for one of these grooming emporiums from a former girlfriend when he was travelling in Australia. He was sceptical at first, but having had a treatment, loved it and approached me with the idea of opening one up in Ireland.

**WHY HAVE SO MANY MALES BECOME INTERESTED IN GROOMING?** I think it's because they are more confident in their own sexuality. Maybe it's because we are travelling more and becoming more European – the French and Italians are well-groomed.

**WHAT SORT OF CUSTOMERS DO YOU GET?** A broad demographic. A lot of customers come in because they get gift tokens and some may be a bit sheepish, but once they have had a treatment, such as a massage or a towel shave, most come back.

**WERE YOU ALWAYS INTERESTED IN GOOD GROOMING?** I used to wash my face with soap and water, but I have learnt a lot in the last year and now I use Korres or Elemis moisturisers which we stock in the shop.

**WHAT'S SO SPECIAL?** We are not expensive, €35 for a towel shave or €25 for a dry haircut, but we offer more luxury than a standard barber shop. It's high-end service and we don't cut corners.

**ARE YOU FASHION CONSCIOUS?** I don't read fashion magazines, but I am observant and I have an eye for a nice piece of clothing that is well made. Style and class have nothing to do with money. I look after my clothes. If you buy a good jacket for €1,000, it could last longer than five jackets at €200 each.

**ARE YOU AFFECTED BY THE RECESSION?** People don't see us as a luxury because it's a feel-good factor at a small cost.

The Grooming Rooms is at 16 South William Street, Dublin 2