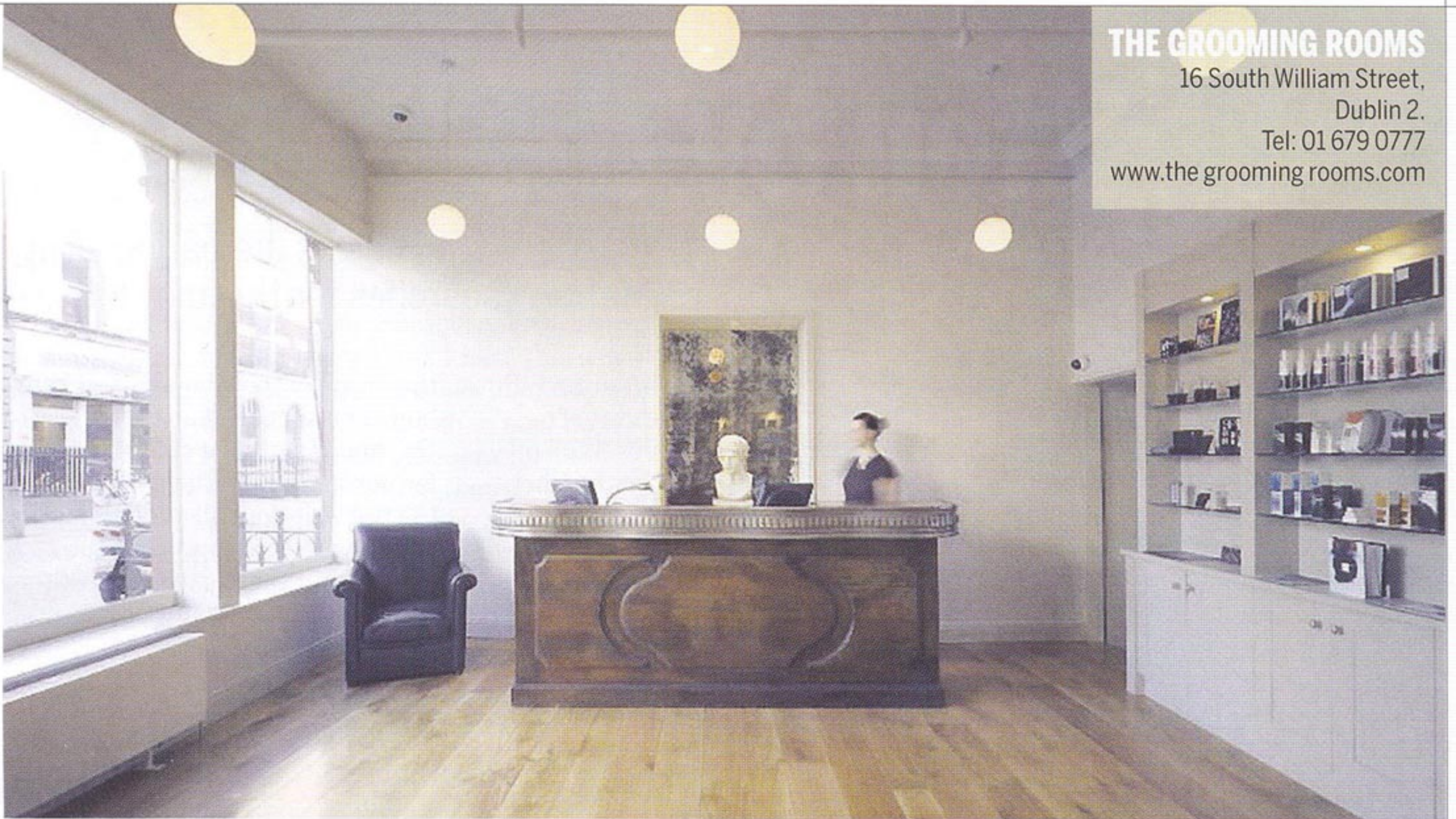


THE GROOMING ROOMS

16 South William Street,
Dublin 2.

Tel: 01 679 0777

www.thegroomingrooms.com



style map

Ireland's coolest addresses

If you're a bloke looking for a facial, some eyebrow trimming or even just a decent shave, where do you go? Sure, you can go to a unisex salon but it's not quite the same as a men-only bastion. Whereas women have been long spoiled in terms of luxurious salons, The Grooming Rooms on Dublin's South William Street is a first for Irish menfolk.

The renovated Georgian building is an emporium exclusively for men offering classic barbering services, alongside comparatively metrosexual treatments like waxing, manicures and pedicures and hot stone massage.

Clearly Irish men are more interested in looking good than they were, say, 20 years ago, and manager Janet Clarke explains that when clients come, they feel as if they've been given permission to be more adventurous and try out different things because of the male-only environment.

It helps that the interior design, with giant American-style barbers leather chairs, private booths and plasma screen TVs, is suitably masculine, although not quite to the degree that there are pictures of cars on the wall.

Clarke says that the clientele is a mixed bunch and that she was relatively surprised by the popularity of treatments like the manicures and pedicures.

How does she think that Irish men compare to their European counterparts. "They're not as groomed as they are in France or Italy, but I don't think that's a bad thing," she says. "They're handsome in their own way but there is room for improvement. There are things they can do like cleanse and moisturise daily that will make all the difference 20 or 30 years down the line because, in general, men age much better than women."