

RULE BRITANNIA

A TRIBUTE TO BRITISH GROOMING,
BOTH OLD AND NEW.
BY SOPHIA CHARALAMBOUS

GEO. F. TRUMPER

The barber's shop that opened at no. 9 Curzon Street in 1875 is one of the most established in Britain. Its latest beard oil, San Remo, £14, hails straight from the city of flowers, fragranced with palm trees, cactuses, carnations, begonias and roses. Its non-oily finish is ideal for time-restricted businessmen.

9 Curzon Street



MR

Jamie Stevens, the three-times winner of Men's British Hairdresser of the Year, is answering the haircare needs of men, one formula at a time. His hero product, MR. Hair Fibres, £18, tackles hair loss. Statically charged fibres, available in three colours, bond to individual hairs to create a thicker look and feel. The result is an impressively natural-looking head of hair.

Boots, 361 Oxford Street

THE REFINERY

Mayfair's one-stop grooming emporium for men, established in 2000, knows that when it comes to grooming, body hair is just as important as facial hair. The Body Hair Clipping service at The Refinery, from £15, is ideal for those who do not want to remove areas of hair, but desire a reduced hair length on areas including the back, shoulders, chest and abdomen.

66 Brook Street



ATKINSONS

Returning to Mayfair for the first time in 67 years this April is Atkinsons. Residing in the Burlington Arcade, it will be a short stroll from its original location of 24 Old Bond Street. In honour of the return, try 24 Old Bond Street Triple Extract, £110 for 100ml. Three times the potency of the original 24 Old Bond Street, it blends notes of rose, whiskey and incense for an intoxicating British gentlemen scent.

Selfridges, 400 Oxford Street

