



1 / GENTLEMEN'S TONIC

Back before lumberjack beards were cool, Gentlemen's Tonic was shearing whiskers in the heart of Mayfair - specifically, Bruton Place, just off Berkeley Square. Needless to say, they cater to the well-heeled guys of the area, though are perhaps more suited to the younger up-and-comers than the old-school.

Part of that is the spa-like feel of their inner sanctum. You can sip a well-made Collins (or a Bloody Mary if you *really* need a treatment) while you wait, with barbers working upstairs and facial and massage specialists below.

In the past few years they've opened new branches across the world, from Mexico and Kuala Lumpur to Hong Kong, but the Mayfair branch still remains the OG - original groomer. gentlemenstonic.com

Hit Mayfair for a spot of much-needed pampering at Gentlemen's Tonic (right)



EDITED BY SAM KESSLER

SHARP AS A RAZOR

IT DOESN'T MATTER THAT YOUR CLOTHES ARE SHARP ENOUGH TO SPLIT THE ATOM IF THE REST OF YOU BELONGS UNDER A BRIDGE WITH THE HOBOS AND UNKEMPT TROLLS. NOBODY'S GOING TO NOTICE THAT FLAWLESSLY TRI-FOLDED POCKET SQUARE IF THEY CAN'T TAKE THEIR EYES OFF THE FAMILY OF BIRDS NOW NESTING IN YOUR BARNET.

WELL NEVER FEAR, YOU DON'T NEED TO TACKLE YOUR CRUSTY BEARD OR SALLOW, GHOULISH COMPLEXION YOURSELF. IN FACT, AT THIS POINT IT'S PROBABLY BETTER THAT YOU LEAVE IT TO A SPECIALIST. STEP FORWARD THREE OF THE BEST MALE GROOMING HOTSPOTS THAT ARE READY TO WORK THEIR MAGIC...





2 / GEO F TRUMPER

Geo F Trumper is among the oldest of the old school and have been shaving the good and great of London since the Victorian era. In all that time it's remained all but unchanged, with even the barbershop's interiors preserved as a monument to good grooming.

There're no frilly treatments here, just serious, perfectionist barbering. That's fair enough; Geo F Trumper all but wrote the rule book on the art. There are plenty of perfumes and aftershaves, but that's all part and parcel of Geo F Trumper's history; they even present their lime-scented concoctions in the same pink paper as they did while rationed during the blitz.

Today they have a second branch on Duke of York Street, but if you're the kind of man that unironically wears a smoking jacket then this is the place for you. trumpers.com



“Geo F Trumper still present their lime-scented concoctions in the same pink paper as they did while rationed during the blitz”



© Adelle O'Leary

3 / TRUEFITT & HILL

If you're a relative of the royal family, own a castle or have a monument named after your family, you've probably had a fair few appointments at the world's oldest barber shop. The royal warrant holders trusted to trim H.R.H. The Duke of Edinburgh's near-extinct hairs, they are follicle sophistication at its finest.

It's a level of service that's reflected in every glossy, hardwood panel, every aristocratic portrait and of course in the hands of their barbers. Top-to-toe has never been more apt, given that they will not only shave your face but shine your shoes, leaving you the same man you went in as, just a little bit more... gentlemanly.

Their original Jermyn Street store has been joined the other side of the world by one in Canberra, as well as an outpost in Fairmont Flame Towers in Baku, just in case you need that slice of royal pampering midway through your grand tour. truefittandhill.co.uk



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