



# ROOM FOR A GROOM

A Bicester salon is specialising in a range of treatments to cater exclusively for the growing male grooming market

Oxfordshire's first male grooming salon is proudly leading the way for men to come out of the shadows.

Yes, it's time to say; "I am a man, and I wax!"

Gent's Groom Room, in Bicester, offers facials, manicures, pedicures and sports massages – all the treatments you'd expect to find in any beauty salon throughout the country. But this is a salon with a difference – it's exclusively for men.

Owned by multi-award winning barber shop owner Andy Willis, Gent's Groom Room is what he considers to be a natural progression in the male grooming market.

He said: "When I opened Andy's Barber Shop 10 years ago I wanted to create an environment where the client was king, a place that looked and smelt great and made customers feel like a million dollars."

And that's exactly what Andy has achieved, culminating in a move to a bigger shop in Pioneer Square last summer. This left his original shop in Sheep Street Bicester an empty shell and it was then that it dawned on Andy that it was the perfect opportunity to extend his male grooming services beyond the barber shop's haircuts, beard trims and hot towel shaves. The male grooming revolution was fast gathering pace and so Andy and his partner Emma decided it was time to bring it to Bicester and Gent's Groom Room was born.

Andy said: "I completely accept that although it's within the same male market as the barber

shop, this for many men will be a complete lifestyle change. Perhaps they've never had a facial or sports massage before or even contemplated the idea of a manicure, but why shouldn't men look after themselves just like women do. It's a really exciting time to be in the male grooming market and Gent's Groom Room is a welcoming, very masculine interior with an expert team who will make men look and feel great."

## SPORTS MASSAGE

Although the word 'sport' is in the title, you don't actually need to have a sports injury to have a sports massage. This type of massage is a deeper technique of massage that aims to target and release soft tissue structures such as muscles, tendons and ligaments. Trigger point therapy can also be used to break down 'knots' and scar tissue. It can also help flush out joint inflammation. The therapists at Gent's Groom Room are trained in deep tissue massage which is suitable for everyone as well as pre and post exercise massage, which is catered towards athletes and sporting individuals.

## FACIALS

It may have escaped your notice, in truth it's not something you'd think about, but women don't shave their faces everyday – yet quite rightly they look after their skin with day creams, night creams, serums, oils and facials.

It therefore makes perfect sense for men (who

do shave their faces) to have regular facials to help unclog their pores, repair damaged skin and help create a smoother shave.

## WAXING

This semi-permanent hair removal method removes hair from the root in a much more painless way than you may expect. Technology has moved on from the days of wax strips and Gent's Groom Room use a soothing hot wax to gently, yet efficiently, remove unwanted hairs.

## MANICURES AND PEDICURES

It's a fact that more and more men are getting manicures. It's no surprise really when you consider how clean, well-groomed nails are so critical in customer-facing roles, especially for hairdressers, waiters, or those who work in retail. There's one day in particular that immaculate nails are essential – a groom on their wedding day.

## RELAX. INDULGE. REVIVE

Thankfully men now have their own salon right here in Oxfordshire. A place they can comfortably walk in off the street, whether they're a seasoned salon visitor or a first-timer, Gent's Groom Room is a place they'll be counting down the days to return to.

Visit the website for prices and opening times.

W: [gentsgroomroom.co.uk](http://gentsgroomroom.co.uk)