

gentlemen's grooming
since 1802 at
truefitt & hill,
the world's oldest barbers

Next time you're sauntering towards central London, take a right detour from the lights of that old hotel and take a right detour about and take a right detour. Of all the historic streets that tourist and Londoners take a step back into three retail tradition. The mode is not welcome here, and purveyors of many pleasures with exclusive gentlemanly Carlton and Brook's. Profound 19th century gun makers, cigar merchants is the in Truefitt & Hill, Gentleman Perfumers since 1805. K... - freshly shaven, unforgotten grooming advice and to oldest barbers maintain methods in an increasing



as a place of relaxing respite and comfortable conversation. The relationship between barber and customer is one that a seasoned professional will dutifully respect and, for Mehmet, it is one of the most important tenets of the job. It's important to be a good judge of character... Sometimes you might come in and you've had a busy day work and you really don't want to talk, you wanna relax. Or you might come in at the beginning of the day and you're full of life and you're ready to talk... that's up to the barber to judge how his client is."

Reservation and maintaining standards is the main focus for a business like this. The feeling of conserving a waning form of personal grooming is tangible within the walls of this barber's, and Mehmet's conviction is

powerful when he considers the rising tide of chain-salons. "Toni & Guy I look at as the McDonald's of the business, they've come in and ruined the business... Every hairdresser and every barber has got their own skill. Even though my uncle taught me how to cut hair, I've adapted to include my own techniques and my own skills. Every person is an individual, I don't see how Toni & Guy can come along and teach somewhere in the region of a million people how to cut hair. It's an impossible task."

Book an appointment at:
Truefitt & Hill,
71 St James's Street,
London SW1A
www.truefittandhill.co.uk
0207 493 2961

What soon becomes... traditional barber is that... profession comes from adhering to... well-practised routine. Mehmet and his co-D... recommend - and themselves employ - a methodical



For a chance to win some luxury Truefitt & Hill goodies, send your contact details on a post card to:
KUDOS Truefitt & Hill Giveaway:
Print House, Noblesgate Yard,
Bells Yew Green,
Kent TN3 9AT
before the closing date of 12 June.

