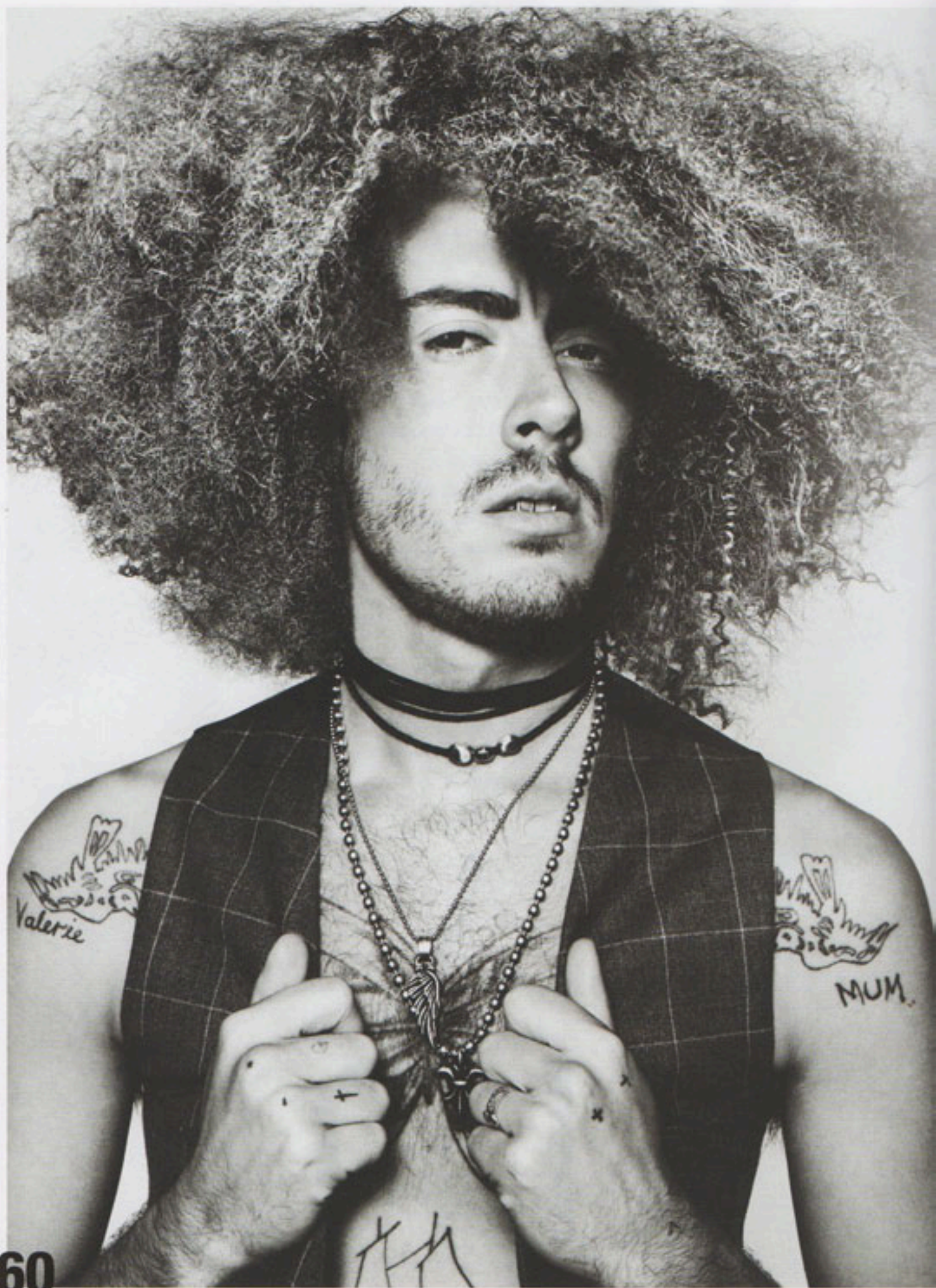


As the male market continues to push boundaries with a bigger focus on trends, male-specific products and "manly" services, we thought it was about time you heard the latest on the one to watch.

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THE MODERN MAN

Right now, the British male is the most confident he's ever been providing a revenue for every salon owner, according to Wella Educator Kerry Hayden, who specialises in men's hair and grooming. She says: "The modern man knows what he wants and is happy to pay for it."

And Tracey Devine, founder of Angels Hair Design group and 2012 Men's Hairdresser of the Year agrees: "Men are realising what's out there and should be made to feel as comfortable in the salon as their female counterparts if you want to ensure they keep coming back."

Once you get this new clientele through the door you will certainly reap the benefits with greater loyalty than female clients and a growing enthusiasm for self-preservation. Figures obtained by a recent Wahl survey reveal men made 15 percent more salon appointments in 2011 than they did the year before, with this figure rising again in 2012.

And while your female clientele have the flexibility to adopt a low maintenance longer style men are more restricted. Matt Stark, founder of Stark Style in the Refinery Men's Grooming Emporium in Harrods, says: "Women can embrace the long hair trends and let their roots grow out if they're a little strapped for cash but the tailored, strong looks that men carry, require upkeep. You only have to look at how many guys are now buying beauty products to see that they care about the way they look just as much as women do."

Redken has found that male spending has grown by 6.4 percent and reveals that a whopping 15 million men in the UK are now buying haircare so it's not just in-salon services but retail too. Matthew Luke didn't need much convincing with his three salons in Biggleswade, Cambridge and Stevenage and says since creating Redken For Men areas he's seen a 30 percent increase in his men's business.

"If you don't offer a men's service you're instantly missing out on 50 percent of the market," adds Matthew. "It doesn't need to be a huge investment to make the difference but you do need to think carefully about your clientele. Our men's zone has had a huge

impact on retail for us and has helped us become a destination for men's hair styling on the high street."

EVERYTHING you do for the male client needs you to remember you're dealing with a completely new type of clientele with new attitudes, news services, products and even new hobbies.

ATTITUDES

"Men are far less embarrassed these days about booking in for highlights or having a beauty treatment," says Julia Gaudio, owner of Elajé Hair & Beauty who launched Elajé Homme as an exclusive zone for this new market. "This loosening of attitudes is certainly a good thing in society in general but fantastic for salon owners offering male grooming services."



"To be able to cater for men, you must be able to think like a man. We've installed an iPad station and even offer beer on tap in the salon."

That said you still need to attract men to your salon over the next. And that starts with what you do outside the salon. Simon Shaw, European Artistic Director for Wahl UK says: "You have to target your advertising, for example put posters up in gyms. You could also consider sponsoring a local football team – think of all the men that will see your brand name at the matches."

Once you get them in you have to keep them. "Make sure your salon is just as welcoming to men as it is to women," adds Simon. "First impressions count, so make sure you include images of men's haircuts in your windows to draw them in."

At Angels, they have a dedicated men's styling area, a healthy stock of male-specific products and offer their stylists the opportunity to train to a higher level in men's hairdressing if they have a keen interest or a real skill for men's hair.

That's not all though as owner Tracey explains: "To be able to cater for men, you must be able to think like a man. We've installed an iPad station and even offer beer on tap in the salon. It's important to try and make them feel as chilled as possible and little things like this really do make a difference."

However, she warns that the bottom line is a good haircut so make sure you direct them towards the right stylist in the salon. "We always introduce new male clients to our three stylists who are trained specifically in men's