

# DIRECT

FIRST IN MEN'S WEAR NEWS AND TRENDS \$10

MONDAY, JULY 1

## PRE-COLLECTIVE ISSUE

collective preview

# The Ones to Watch

At age 25, The Collective is going strong. With some 400 exhibitors at this edition and every inch of Pier 94 sold out, it's joined forces with the Confirmed show being held nine blocks away at the U.S.S. Intrepid—a move that gives you an additional 85 booths to visit. Here, our guide on where to go first.

## Truefitt & Hill

### GROOMING GETS THE ROYAL TREATMENT

As everyone knows by now, men don't much like browsing beauty counters when it's time to buy grooming supplies. But, as specialty store retailers are happily discovering, those same guys are more than willing to splurge on some new shaving cream or cologne if they're buying it from the same place where they just dropped a couple of hundred dollars for a shirt or a couple of thousand for a suit. Here, then, the latest addition to The Collective's growing assortment of grooming aids. Founded in 1805 in the St. James section of London, Truefitt & Hill is in the *Guinness Book of World Records* as the world's oldest barbering establishment and has been the recipient of multiple royal warrants

AFTER-SHAVE BALM, BADGER-HAIR BRUSH, COLOGNE AND SHAVING CREAM BY TRUEFIT & HILL



(including its current one from Prince Philip, the Duke of Edinburgh). With that kind of pedigree, it was only a matter of time until two enterprising Yanks, Heath Flock and Guy Cartwright, bought the North American distribution rights and set their sights on the big-bucks U.S. market. Heretofore sold only in selected Nordstrom stores, Truefitt & Hill will debut at The Collective with close to 100 SKUs priced to retail from \$11 (for a triple-milled soap) to \$22 (for the shaving cream that's the anchor of the line) to \$140 (for a badger-hair shaving brush).



# Drama Main