

## Truefitt extols joy of a hot shave

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It's an ultimate indulgence for men--the barbershop hot shave.

Now the guys at Chicago-based Truefitt & Hill N.A. want to make that experience, fit for a king, available to every man.

"A man spends nearly 4,000 hours shaving in his lifetime," said Guy Cartwright, who, along with business partner Heath Flock, owns the rights to the Truefitt & Hill brand in North America. "Guys are grooming again, and Truefitt & Hill has always been the swankiest barbershop to go."

Founded in 1805, the Truefitt & Hill barbershop in London has served nine consecutive reigns of British monarchy. In addition to the original London location, there are independently owned Truefitt & Hill barbershops on Michigan Avenue and in Toronto, but Cartwright and Flock do not own those locations.

Barbers have performed the signature royal shave--a half-hour process involving nine hot towels, three passes with a straight razor and a facial massage--on Winston Churchill, Frank Sinatra and Fred Astaire. Today's clientele is just as impressive, but the company won't name-drop.

Athletes, politicians and investment bankers can be seen at the Truefitt & Hill barbershop at 900 N. Michigan Ave.

Cartwright said the pair has looked at opening Truefitt & Hill barbershops in New York, Las Vegas, Los Angeles, Miami and Dallas.

The duo is also trying to get the company's line of grooming products to be carried in high-end department stores such as Barney's New York and Neiman Marcus in addition to high-end men's clothing shops and spas. Nordstrom carries the product in its Michigan Avenue, Oak Brook, Houston, Indianapolis and Troy, Mich., stores.

"It's a place for men to go in this day and age and relax for 30 minutes to an hour," Cartwright said.

The shops also do a brisk business in manicures and pedicures for men.