

Men's grooming expert Richard Anthony takes a creative look into his crystal ball to see what the future holds for this £750m-plus burgeoning UK market



GROOM TO GROW

My method for predicting men's hair trends for 2009 to 2011 is through the use of what I call *tears* – tears of paper, fabric and colour, pieced together on my *creating walls* in a similar way that fashion designers and artists create their own masterpieces.

Whenever I am working either on new collections or designing training seminars for our academy I use tears as my starting point.

Tears are extractions of influences or inspirations which come in various forms that enable me to start with a simple idea.

SWATCHES

They are swatches which may take on the form of a texture, a colour, a movement or a fabric and when thrown together help me begin to form my revolution.

I am going to try to demonstrate through tears in this article how we may predict the future of male grooming.

We need to revisit the past to predict the future so I am going to begin my creative wall with tears from history.

The **1920s** saw men's barbering at its height when men visited the barber on a weekly basis for services such as the wet shave, haircut and scalp treatment. It was imperative for the gentleman to look at his best at all times.

Hair was immaculate, facial hair groomed with precision, or men were clean shaven.

ROCK 'N' ROLL

Next we must add a tear from the late **'50s** and swinging **'60s**. Rock 'n' Roll saw men take an avid interest in hairstyling. Creativity in men's hair was at its best and was directly influenced by music and fashion. **Brylcreem** was the epitome of this and men flocked to the salon.

The late **'60s** and **'70s** saw men's hair grow longer and facial hair start to develop. This resulted in less frequent visits to the barber and the decline of services such as the wet shave. It took sporting legend and macho boxing heavyweight **Henry Cooper** to show men it was fine for them to splash it all over with Brut aftershave.

The late '70s saw the perm of football legend **Kevin Keegan** and the '80s paved the way for a revolution of hair creativity from the punk Mohican to the wave of the New

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Romantics. Many barbers still refer to this period as their most lucrative.

MEN'S MAGS

The **'90s** saw the early development stages of men's magazines. Men's awareness

was raised more in starting to look good and feel great. Icons such as **David Beckham** showed men the way leading to a boost in those starting to take more interest in grooming.

Twenty-first century grooming took hold with the birth of the new millennium and men became the new women.

Moisturising sales have soared for men and high street stores are allocating as much space, if not more, for men's skincare and hair care as women's products.

SEXLESS

We have seen the fashion for the sexless haircut and the development of the first male straightening iron.

So before my tear wall directs a conclusion, I need to add present trends combined with future known facts.

In the last few years there has been a closer merger with the hairdressing, beauty and music industries. This was particularly apparent to me when I was working backstage at the **Brit Awards** earlier this year.

This has been closely followed by the fashion industry. So what's the tear?

Boy bands are a definite influencing factor: longer hair, beards, designer stubble and sexless hair are all in fashion; a recognised closer link to industries; a higher demand for male grooming services.

OLYMPICS

My last tear is the future facts tear: the **2012 Olympics** held in London; the recession continues; money is tighter; time is more precious; raw materials are more expensive.

Standing back at my tear wall the pattern began to unfold together with my prediction of male grooming for the next few years.

The male grooming profession is approaching the crest of a booming wave that will see men seek a modern male grooming emporium that combines traditional barbering skills with the revolutionary techniques of the modern beauty salon.

These emporiums will aspire to attract

men on a weekly basis, like in the **'20s**. Hair will become shorter again with textures but will take on traditional values of the past gentleman with modern twists.

ABUNDANCE

Wet shaving will return to the salon floor in abundance along with men seeking skincare advice. As lifestyles are becoming more stressful and the world becomes a smaller place, our society is an increasing multicultural one and with that will come a much closer link in fashion, music and beauty.

Be ready for perhaps a total new direction in men's fashion and hair.

The sexless haircut for me is tired. Men are bored with having to straighten hair, the grungy image of long hair and beards will die out as shaving systems become easier and more beneficial and designer facial hair will hit the UK more from European influences. Hair colour must be easily maintained and subtle in their everyday tones.

MASCULINE

Men will want to follow a more masculine, clean, sharp image with the hints of yesteryear, the gentleman past with the 2010 image.

Gentlemen are returning stronger and sharper than ever. Gone are the days of the hairdressing markets seeing barbering as less profitable than the unisex or ladies' salon.

As the barbering concept redevelops and is seen as the male grooming industry as a whole, salons will begin to experience a higher return of the male seeking employment in our profession.

In conclusion to my creative wall, one deciding factor for me shone out through the rest and that was that gentlemen really are a timeless fashion.

