

Essentials MEN provides the ultimate in male grooming at the first ever Men's Press Day at London Fashion Week.

Taking a break from manning the immensely popular essentials MEN in Billericay, Jim Shaw and his team transformed the TONI&GUY Blow Out Bar into a fabulous essentials MEN salon for one day only on Wednesday 25th February 2009, at London Fashion Week's Men's Press Day. The huge success of MAN (collaboration between TOPSMAN and Fashion East) at previous seasons has resulted in a new menswear initiative where 13 menswear designers got to showcase their talents. For first time ever, London Fashion Week had dedicated male grooming salon on site to cater for the men's press attending this fantastic event. With British Men's Hairdresser of the Year 2007/2008 and his talented team (including the resident skin/threading specialist), essentials MEN was the perfect pit stop for a style-fix in between shows and events for the day. Offering a selection of the most popular services including cut and blow dry, wet shaving, threading and skin treatments, the lucky boys stylishly sauntered from show to show looking perfectly groomed.

"We are very excited to be at London Fashion Week's Men's Press Day. The combination of our amazing team and concept make us the ultimate stop for the modern day man. We want to create a modern and relaxed environment for the male client who is style conscious and looking for more than a quick trim because we know it is not only women who like to be pampered!" , says Jim, Salon Director of essentials MEN, Billericay.

It was the perfect opportunity for those in the know to sample essentials MEN's unique blend of grooming services and the ultimate experience at London Fashion Week's Men's Press Day!

For further information please contact:

Jenny Yu

International Brand/Haircare Press Officer - TONI&GUY MEDIA

58-60 Stamford Street – London SE1 9LX

T: 020 7921 9032 / 07912 308 852

jenny.yu@toniandguy.co.uk