



John Erraught,
film executive,
co-owner of
The Grooming
Rooms

MY STYLE

DESCRIBE WHAT YOU'RE WEARING The coat is Dolce & Gabbana, the jumper by Yohji, shirt by Comme des Garçons and the Church shoes are five years old. I hope I don't sound pretentious!

YOU OBVIOUSLY LIKE JAPANESE DESIGNERS I like them for their elegant lines and tailoring.

WHERE DO YOU BUY? I travel a lot to New York mainly and sometimes I am in Paris but I am not a big shopper. I have friends who are costume designers and they give me gifts of clothes.

WHAT DO YOU WEAR WHEN TRAVELLING? I travel very lightly and the occasion determines what I bring. I love T-shirts and jeans, but I don't really have a travel kit.

ANY PARTICULAR PASSIONS? I like watches, but I am not a collector. I wear a nice 40-year-old Patek Philippe, which I got in LA. As for shoes, I am more Cary Grant than Carrie Bradshaw!

ANY STYLE ICONS? Barack Obama – his style is all about how carriage can make an outfit. On a different person, it would not be noticeable. I also admire the Italian artist Francesco Clemente, Thierry Henry from Barcelona and all the AC Milan [players] – and classic Steve McQueen. Johnny Depp looks well, can put things together well and has unique taste.

HOW DO YOU DESCRIBE YOUR STYLE? Classic masculine, I suppose. I haven't thought about it. I don't really like anything too loud or what's everywhere. I like black, grey, navy, but also white shirts in the summer, particularly Agnès B. I don't like logos on clothes.

APART FROM THAT, ANY PET HATES? Pants that are halfway down the butt. The super-baggy trousers around the shoe. Pyjamas and Ugg boots going to the shops. Guys who wear their sweaters tied around their necks, or cowboy boots with suits.

WHERE DID THE IDEA FOR THE GROOMING ROOMS COME FROM? My business partner Cian McDonald got a gift token for one of these grooming emporiums from a former girlfriend when he was travelling in Australia. He was sceptical at first, but having had a treatment, loved it and approached me with the idea of opening one up in Ireland.

WHY HAVE SO MANY MALES BECOME INTERESTED IN GROOMING? I think it's because they are more confident in their own sexuality. Maybe it's because we are travelling more and becoming more European – the French and Italians are well-groomed.

WHAT SORT OF CUSTOMERS DO YOU GET? A broad demographic. A lot of customers come in because they get gift tokens and some may be a bit sheepish, but once they have had a treatment, such as a massage or a towel shave, most come back.

WERE YOU ALWAYS INTERESTED IN GOOD GROOMING? I used to wash my face with soap and water, but I have learnt a lot in the last year and now I use Korres or Elemis moisturisers which we stock in the shop.

WHAT'S SO SPECIAL? We are not expensive, €35 for a towel shave or €25 for a dry haircut, but we offer more luxury than a standard barber shop. It's high-end service and we don't cut corners.

ARE YOU FASHION CONSCIOUS? I don't read fashion magazines, but I am observant and I have an eye for a nice piece of clothing that is well made. Style and class have nothing to do with money. I look after my clothes. If you buy a good jacket for €1,000, it could last longer than five jackets at €200 each.

ARE YOU AFFECTED BY THE RECESSION? People don't see us as a luxury because it's a feel-good factor at a small cost.

The Grooming Rooms is at 16 South William Street, Dublin 2