

{ FATHER’S DAY }



DEAN KIRKLAND

By INGRID SCHMIDT >>> Hollywood is pretty much synonymous with vanity. So as manscaping and metrosexuality continue to liberate men from coast to coast, it’s no surprise that a hyper demand for male grooming services has resulted in a burgeoning crop of local spas, barbershops and massage parlors catering to guys. With Father’s Day coming up next Sunday, consider introducing Dad to one of these club-like bastions of clipping, plucking, waxing, nipping, tucking and pampering.

MR. NAIL LOUNGE

Vibe: An urban gentleman’s lounge (pictured above) boasting a black-and-gold interior inspired by James Bond films, roomy leather chairs and benches with individual foot basins and lighting adorned with top hat shades. In January the nail spa added two traditional barber chairs in a sectioned-off area near the front for haircut and shave services by the Bespoke Parlor. Specialty cocktails are complimentary with any service and the company is now promoting monthly partnerships with local liquor brands. Last month, local tailor Rich Freshman took up residency, offering made-to-measure suiting and alterations. The lounge will feature live jazz music and complimentary cigars on Father’s Day.

Services: Haircuts, shaves, beard and mustache trims, manicures and pedicures

Pricing: From \$27 for a spa manicure to \$127 for the Perfect Gentleman, a straight razor shave with the Platinum Treatment manicure and pedicure including massage.

Where: 9005 Melrose Ave., West Hollywood

When: 11 a.m. to 6 p.m. Tuesday-Friday; 10 a.m. to 6 p.m. Saturday

Info: (424) 302-0070; www.mrnailounge.com

MANLY & SONS BARBER CO.

Vibe: New-school neighborhood barber-shop with a Prohibition era-inspired atmosphere: Classic barber chairs, vintage furnishings, and barbers clad in retro-cool attire such as tailored vests, ties, suspenders and toppers. Hailing from Portland, Ore., barber Tony Pin and his client Mike Hare joined forces to open the Echo Park space late last September. Beyond authentic barbering services, the shop also offers a wide, well-curated range of grooming products, accessories such as Bixby’s handcrafted small-batch resin hair combs, limited-edition cashmere bathrobes and luxurious ties by Natural Born Elegance (co-owned by Hare), and an assortment of vintage tie clips, shaving mugs and cuff links. Rose and Dagger tattoo parlor, home to accomplished globe-trotting tattoo artists, has also set up shop in the space.

Services: Haircuts, beard and mustache trims, straight-razor shaves

Pricing: From \$8 for a hair wash to \$66 for a haircut, wash and straight-razor shave. Twenty percent military and student discount; one-time free haircut and shave before a job interview; and every Sunday is “Father Son Day” with 50% off one of the two haircuts. In addition, dad will receive a complimentary shave with his haircut on Father’s Day.

Where: 1200 N. Alvarado St. in Echo Park

When: 10 a.m. to 8 p.m. Monday-Sunday

Info: (213) 353-4784; www.manlyandsons.com

THE SHAYS LOUNGE MEN’S SPA

Vibe: A cozy, bloke-friendly British spa. Think wingback chairs with plaid cushions, fuzzy blankets on the treatment tables and a pot of tea or spot of bourbon. When Bristol, England, native Jodi Shays, owner of the local Queen Bee Salon & Spa locations, noticed that her male clientele had grown to make up about 35% of her business, she decided to expand her Culver City site with an adjoining men’s spa that’s to officially open this month. Customers span the spectrum from teenage boys getting facials to grooms-to-be requesting spray tans to men in their 70s talking business over pedicures. Couples also accommodated. The focus is on friendly, highly personalized service, with staff noting everything from how clients like their nails



TRAVIS HAIGHT

MANLY & SONS features classic chairs and barbers in retro-cool attire.



Hammer & Nails

HAMMER & NAILS has added premium treatments in the last year.



RYAN TANAKA

FRANK’S CHOP SHOP is a hipster hangout with retro barber chairs.

filed to how they take their cuppa.

Services: Facials, waxing, manicures, pedicures, brow grooming, spray tanning

Pricing: From \$10 for a between-the-brow wax to \$150 for the Diamond Geezer micro-dermabrasion facial with massage and brow trim; for Father’s Day, get 10% off the one-hour Bee-Spoke Facial.

Where: 10182½ Culver Blvd., Culver City

When: 8:30 a.m. to 9 p.m. Monday-Friday, 8:30 a.m. to 5 p.m. Saturday and Sunday

Info: (310) 204-2236; www.theshayslounge.com

ZIGGY’S HAIR L.A.

Vibe: A community-oriented, unisex Aussie hair salon with creative flair. The loft space boasts a DJ booth, a colorful, psychedelic “Muse” wall mural by Culver City artist Kelly M. Hogan and vintage cameras. With three locations in Sydney, Australia, the company opened this first U.S. outpost in March and plans to use the space for evening events and pop-up shops featuring local artists and designers. The goal is “great service at a price the average person can afford,” says local entrepreneur Richard Rosenberg, who co-owns the

business with his brother David. Clients are offered beer, wine or coffee with services, and the salon carries a range of natural hair products from Down Under brands such as Evo, Original & Mineral and Uppercut.

Services: Hair color and cuts, shaves, beard trims

Pricing: From \$15 for a beard trim to \$65 for hair color; 25% off all services for dad June 10-21

Where: 4130-A Sepulveda Blvd., in Culver City

When: 9 a.m. to 9 p.m. Monday-Friday; 9 a.m. to 8 p.m. Saturday; 10 a.m. to 6 p.m. Sunday

Info: (310) 876-0912; www.ziggyshairla.com

FRANK’S CHOP SHOP

Vibe: A 1930s-inspired, hipster barbershop hangout with retro barber chairs, black-and-white checkered floors, mahogany work stations with Hollywood-style vanity lighting, a billiards room, a game table corner and (in the works) a private speak-easy room serving cocktails. Walls are decorated with contemporary art and photography, while local graffiti artist Retna has been commissioned to paint a mural on the exterior. The original Frank’s Chop Shop launched in New York’s Lower East Side a decade ago as an outgrowth of owner Michael Malbon’s magazine Frank151. This location opened in March. Clients include Sacha Baron Cohen and Joe Jonas. The shop sells select grooming products, Black & Metal candles made in Los Angeles and accessories designed by Malbon, including caps for New Era and razor blade necklaces.

Services: Haircuts, classic straight-razor shaves, beard and mustache trims

Pricing: From \$15 for a beard or mustache trim to \$70 for a Styled Scissor Cut with more specialized layering, tapering and texturing techniques; VIP memberships with package services, product discounts, event invites and other amenities, \$500-\$5,500. Dads and sons booking haircuts together on Father’s Day will receive one cut free.

Where: 8209 Melrose Ave., Beverly Grove

When: 12 p.m. to 10 p.m. Monday-Sunday

Info: (323) 424-7326; frankschopshop.com

HAMMER & NAILS

Vibe: A garlodge setting for male manicedis. Car parts and framed hammers serve as art in the industrial loft space, while tobacco-colored leather club chairs are accented with individual flat screen televisions, headphones and piles of guy-oriented books. The business opened in late 2013. Premium treatments added within the last year incorporate ingredients such as Guinness Extra Stout beer and Tennessee whiskey.

Services: Manicures and pedicures; private grooming parties

Pricing: From \$23 for a manicure to \$120 for the Sports Pedicure, a 90-minute service with hot stones, massage, reflexology and paraffin wax or — created for Father’s Day — the Jack Hammer, an 80-minute hand and foot treatment featuring a Tennessee-whiskey-and-brown sugar scrub, massage, paraffin wax and essential oils, \$120; private grooming parties from \$900.

Where: 8257 Melrose Ave., Beverly Grove

When: 10 a.m. to 7 p.m. Tuesday-Friday, 9 a.m. to 7 p.m. Saturday, 10 a.m. to 5 p.m. Sunday

Info: (323) 651-1458, www.hammerandnails-salon.com