

Special Treatment in Boardroom

New salon caters to metrosexual grooming needs

By Tricia Scruggs
Staff Writer

Staff photo: Michael Broadbent

Wood-paneled walls, plush leather furniture, and a big-screen plasma TV are just a few signs that a new Inwood Village spot isn't a typical barbershop.

Add to the amenities a pool table, complimentary alcohol-free drinks, and a menu of salon treatments, and one might wonder if men would say all this pampering offered by The Boardroom Salon for Men is necessary.

"I think it is," says customer Mark Burns of Ragan Burns Mens Apparel. "Maybe not all the guys get into it, but I certainly do."

The salon's concept was born during a flight en route to the East Coast when Bruce Schultz and his wife read an article about the metrosexual male, a heterosexual man who is concerned about his appearance as much as his career.



Ryan Bent gets a haircut from stylist **Jaylen Rohlfing** (right) at The Boardroom while friend Ian Johnson's hair is trimmed by stylist **Lindsay Attaway** (left).

That doesn't mean he's fussy, though, say staffers at the Boardroom.

"It's less stressful working with men because there's no drama," said stylist Christine Ramirez.

The list of services include the Buddy Cut, for 12-year-olds and younger; the executive facial; business massage; and the signature Benchmark, a cut and consultation that for \$50 includes a scalp massage, moisturizing facial, and a handful of other personal treatments.

On a recent Friday morning, Ryan Bent and Ian Johnson, two 20-something friends, sat in a pair of oversized, leather armchairs enjoying guy talk and catching sports highlights on ESPN.

The friends say they typically get haircuts at places like Great Clips, but decided to give the Boardroom a try.

“It’s a lot different,” Bent said. “It’s nice; I really like it.”

Across town at Preston Tower, longtime barbers are taking care of loyal customers. Though they lack the fresh, hip fixtures of a place like the Boardroom, their appointment books are completely full.

“I’ve been in business almost longer than anybody,” said Alfonso Angelone of Alfonso di Roma.

His white tiled floors, abundance of mirrors, and wall full of photos of local celebrities, football icons, and movie stars tell the story of his more than 40-year history of hair cutting in Dallas.

But Schultz says the atmosphere at his new salon is intended to make men feel comfortable just as they would in a traditional barbershop.

“It makes you feel at home,” he says. “Kind of like ‘Cheers,’ where everybody knows your name.”



Local businessman **Mark Burns** plays pool while waiting at The Boardroom, a new Inwood Village salon for men.

For more information, visit theboardroomsalon.com.