

groom

Changing grooms

You fell for him for his unique sense of style. But come the wedding day, he has to look the part. Turn him from scruff to buff with Genco Salon...

It's a relatively new phenomenon. Where once our eligible men could be relied upon to appear respectable enough to win over your father, these days you're much more likely to be thinking of walking up the aisle with a funky fellow your mother would describe as badly in need of a wash...

With the advent of the metrosexual generation, male grooming is no longer seen as the sissy pursuit it was once viewed at, but the fact remains – when it comes to the actual wedding day, most

grooms-to-be think that as long as they don't look hungover from the stag do, they'll scrub up just fine. Pass this article on to him. We need to have a word.

You can't think like that. There's a reason why your other half is paying so much attention to the way she looks – yes, she's beautiful enough as she is – but she wants to look perfect for her perfect day. You owe it to her to look every bit as drop dead gorgeous as you can be. We treated the bride-to-be of confirmed scruff

Ripon Danis to a makeover

to show you just how well you can look, and feel, when you choose to be a groom that grooms...

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TRANSFORMER:
Groom-to-be Ripon Danis gets geared up for a change