



GROOMING

MODERN MAN CAVE

This lavish men’s-only grooming destination in BGC will transform you into a modern man in more ways than one.

BY HANNA SORBITO

While it’s easy to paint a clear picture of how women usually spend their time for pampering, this isn’t the usual case for men. Locally, it’s still not easy to spot a go-to barbershop, so aside from the typical trim with free massages done by neighborhood groomers, me time for men seems to be an in-and-out affair—even a chore—that only lasts for less than an hour.

With the Barbershop Renaissance taking the world by storm, we are seeing an upgrade on how men’s grooming has become more accessible and elaborate. By 2020, the grooming revolution is estimated to attain \$26B worth of global profit through selling masculinity. Hence, local establishments are also pursuing to thrive in this resurging industry.

Representing the new age of barbershops in the Philippines, The Refined stands strong at the heart of Bonifacio Global City as a perfect representation of how upscale grooming experiences for men look like in the country: fancy, exclusive, and inspired. This premium one-stop shop is generating buzz as one of the hippest grooming destinations in the metro. With their high-end catalog of “manpering” services, they exist as a man cave that redefines what makes a modern gentleman.

SOPHISTICATED STYLE

The copious choices of styling packages they offer debunk the traditional notions of how men of sophistication should look like. Serving as the backbone of The Refined’s catalog, the shop’s Grooming services are top-notch. With an array of basic and contemporary cuts and shaves, it’s easy to achieve a clean and sleek look à la George Clooney. But if you’re in it for a rowdy, un-groomed

vibe like Keanu Reeves’, their master groomers know the tricks of the trade, too. They also offer exclusive fashion brands, tailored suits, shoes, and accessories, an ideal curation for the extra angas or class you’re aiming for.

ACTIVE MIND, BODY, AND SOUL

There’s more to making a true gent than meets the eye. The Refined’s holistic approach to beauty and wellness will remind you to take the time to unplug and unwind from the daily hustles in the city. What better way to end a hectic work week than indulging in a full-body spa experience. They promise rejuvenating body massages, facials, and hand and foot treatments to ease away all your tensions and prime you for the next big thing that awaits.

CLEVER CONVERSATIONS

At the core of a truly aspirational man is his wit and way with words. The Refined is making it big by providing a dedicated bar and social lounge, an optimal setting for professionals and entrepreneurs to build networks, do deals, and even hold networking events. If you’re looking for something casual yet extra fun, why not invite your friends or business partners over for a tattoo session. Choose from their roster of local and international tattoo artists, which you can book an appointment in advance.



It takes time to build your own grooming and wellness regimen. Self-care isn’t one-size-fits-all. While we witness this new era of grooming experience revolutionize and challenge our notions of the modern gentleman, we also welcome a New Age of Men—well-versed individuals who have a thirst for elegance and commanding competence. 📌