

GQ

GENTLEMEN'S QUARTERLY

FIRST PEEK AT FALL CLOTHES


**The Good Gray Suit
Loses Its Inhibitions**

**Will the Zonked-Out
Nerds of Silicon Valley
Save America?**
by Walter Kirn

**The Americanization
Of Katarina Witt**
by Alison Cook

My Harlem
by Frank Conroy

**The Coolest
Summer Haircut**



Kevin
Costner

Salon chic

Real guys do go to salons for cuts these days. Most salons estimate that between 30 percent and 40 percent of their clientele are men. Why? For one reason, the corner barber, with whom a customer could have a long-term relationship, is a dying breed; for another, getting an updated, salon-precision cut can boost your image and self-confidence as much as buying a \$1,500 suit (but at a fraction of the cost). Like it or not, it's a competitive world out there, and first impressions count, big-time. Responding to the growing number of male customers, salons are trying to create an environment that meets men's needs without sending them into smock shock. Look for special hours for men only, and ask about stylists who specialize in men's cuts. (Some of the newest salons devoted to men: Umberto Men, Beverly Hills; Mario Russo at the Cutting Room at Louis of Boston, Boston; John Allan's Men's Club, New York; Gio, New York.)

To minimize your waiting time in a salon, try to: be the first appointment of the day or make your appointment for an off-peak hour; call ahead to make sure that your stylist is on schedule; look for salons that make appointments on the hour—they're less likely to overbook.

Stylist versus barber, chic versus cheap. How do you decide?

Here's why some top stylists think you're better off in their

bands. Expertise: "Years of training and a reputation"—Charles Ifergan, Charles Ifergan Salon, Chicago; \$55 per cut. Talent: "A great stylist looks at hair artistically"—John D'Orazio, John D'Orazio Salon, New York; \$70 per cut. Personalization: "Advice, from hair loss to hair color"—Heyson, Umberto Men, Beverly Hills; \$35 per cut. Contemporary style: "The difference between couture and off-the-rack"—Oribe; \$150 per cut. "An individualized look"—Joe LoVullo; \$65 per cut. Consistency: "Dependable quality and satisfaction"—Michael Mazzei, Nubest & Co., Manbasset, New York; \$48 per cut. Low maintenance: "Looks good when you leave, gets better as it grows in"—André Tavernise, the Spot, New York; \$60 per cut. Extra service: "Conditioning treatments, scalp massage, trims"—George Amaral, Mario Russo Salon, Boston; \$60 per cut. "Special appointments, privacy"—Paul Neinast, Neinast Salon, Dallas; \$75 per cut.

DESIGNER CUTS?