

# John Allan's Club



*John Allan, owner.*

Photos courtesy of John Allan's Club, New York, NY.

by kate hamilton

Niche marketing is important in the competitive skin care industry, something mastered at John Allan's Club, an exclusive salon just for men. Its success comes from creating an environment of personal care that speaks to men in their own language without intimidating the wary guy. John Allan's has created an atmosphere for the overlooked man, once alienated in the skin care industry. Clients are treated lavishly from the outside, in and from head to toe.

Combining the traditional style barbershop with modern styling techniques, John Allan, innovator and founder, has opened the door to the men's grooming market. While the rest of the industry finally began targeting men with specific products and treatments, Allan has spent the last 15 years of his career fine-tuning his laid back approach. The result is a complete and unique line of hair and skin products rigorously tested and client-approved.

## A lost art

Working as an apprentice to Jean Louis David, who was a major force in the industry with more than 200 salons throughout Europe, Allan quickly realized men weren't being served within the industry. While most salons tailored their pampering techniques for women, men continually were overlooked as a successful market. "Guys were such an afterthought in the salons," says Brian Riordan, director of marketing and business development. "They're not taken care of. They're not spending as much money and their style isn't as fun as a women's." By capitalizing on the male market, Allan quickly launched a revolutionary and successful salon.

Allan opened the Downtown club in 1988. Attracting clientele from powerhouse companies such as Lehman, Drexel, Goldman and Kidder, John Allan's served an exclusive businessmen clientele, making a name for itself in the process. Allan also became an innovator in the men's grooming industry. Expanding in 2001 with the Midtown Manhattan location in the Trinity Building, John Allan's continues to bring style and care to men.

## Speaking to the inner male

The unique approach offered at John Allan's is all about the full experience. Clients enter a world all about service and care as their grooming needs are met completely. John Allan's emphasizes daily care, not just pampering, one reason why it shies away from calling itself a spa. Upon entering, a client has luxury at his fingertips. From relaxing leather chairs and exotic cigars, to cocktails and pool tables, the male clientele is made to feel right at home.

While John Allan's philosophy seems unique within this industry, it speaks to the heart of what is lacking in the men's market. Seeking to bring back the service characteristic of the 1950s, Allan wants men to care for themselves again. "Men—they're an untapped market," says Riordan. "John Allan's mission is to get guys to rediscover service." Not limited to hair and body care, John Allan's also offers tailoring and shoe services. With everything so readily available, what else can a man want?

## It all happens in the city

Both John Allan's Clubs are located in the heart of New York City, a surging metropolis known for innovative style. The Midtown club is situated amid the financial district of 46th street, serving an upscale clientele of active, hard-working businessmen. The Downtown location, near the site of the former World Trade Center, also is well-positioned in a highly visible area.



Clients can find time to relax in style at John Allan's.

### John Allan's Club

Downtown Club  
95 Trinity Place  
New York, New York 10006  
212-406-3000

Midtown Club  
46 East 46th Street  
New York, New York 10017  
212-922-0361

[www.johnallans.com](http://www.johnallans.com)



JA PRODUCTS

**Established:** 1988

**Owner:** John Allan

**Club director:** Downtown, Marianna Balba;  
Midtown, Angela Portella

**Size:** Downtown location, 3,200 square feet;  
Midtown location, 5,000 square feet.

**Staff:** Nineteen stylists, ten manicurists, three massage therapists, two pedicurists, four shampoo assistants and five valets.

**Skin and nail care product lines:** John Allan's

Clients are  
treated lavishly  
from the outside  
in and from  
head to toe.



*The full-service package includes a manicure.*

The location of both clubs encourages clients to come in during a workday to take some time for themselves. Many clients are regulars, on their way to important meetings or requiring a little rest and relaxation. John Allan's fosters this not only by creating an environment conducive to meeting those needs, but also by its strategic locations within in the city.

### Spa overview—structure of facilities

The Downtown location, a 3,200-square-foot space, includes two treatment rooms, a private room equipped with relaxing leather chairs, a lounge area with pool table and bar, a cigar room with two crocodile chairs and frosted-glass windows, and a retail area showcasing John Allan's product line. Designed with a homey, comfortable feel, the location is decorated lavishly with dark mahogany wood and green boardroom chairs.

Touting a more modern design, the Midtown location has comparable features to the Downtown locale. With high-ceilings, sleek leather chairs, Oriental rugs and concrete floors, Midtown is larger at 5,000 square-feet. Both clubs serve a combined total of 4,000 clients each month.

### Experiencing style

John Allan's uses its exclusive product line with all services. The full-service package includes a scalp massaging shampoo, deep conditioning treatment, haircut and styling, manicure, hot towel wrap, professional shoe shine and complimentary beverages. The 35–45 minute full-service package costs \$65.

Memberships also are available for \$695 per year. With enrollment, members can take advantage of the full-service pack-



*The styling area at John Allan's.*

age year round. Additional perks include a 20% discount on other services and two gift certificates for friends or clients. Membership allows clients to build a relationship with the club and establish a personal style history to maintain an updated look and offer the best services available.

### Tailored for him

John Allan's product line featured at both clubs was perfected over two years of testing and client feedback. Created with the male consumer in mind, the product line addresses the needs of male clientele. After successfully creating a hair care line, John Allan's went to the next step with a skin care line to complete the care of the male consumer. "It's all about balance," says Riordan. "We want to help guys establish a really good regimen for themselves."

The skin care line, released in May, also was created as painstakingly as the hair line with client feedback. The line includes a facial cleanser, facial scrub, moisturizers, astringent, aftershave splash and aftershave balm. All products are developed with the guy in mind, strong enough yet gentle. For example, the body wash was developed to be a gentle, effective cleanser that appealed to the male senses. Allan didn't want his product to smell like cologne, flowers or fruit, according to the company's Web site. With a great lather, the body wash has green tea extract and vitamin E moisturizers that nourish and enrich the skin. Lemon, orange and apple extracts add a subtle fragrance while smoothing and toning.

Founded on hair care, John Allan's developed a hair care line that meets the needs of every client. Stylists are trained to identify the client's hair type and to use the appropriate products.

Each shampoo contains natural extracts such as sea kelp, sage, aloe vera and lavender that effectively nourish the hair and scalp. Complementing the shampoo, John Allan's offers three conditioners with varying degrees of performance. From sweet almond oil to jojoba seed oil, the three conditioners can be paired with any of the shampoos depending on a client's needs and lifestyles.

### Additional services

In addition to the treatments provided in the full-service package, John Allan's also offers relaxing facials, pedicures and manicures. All use the John Allan's product line during treatment. Manicures and pedicures are provided by a skin and nail care professional and use exfoliants to revive and rejuvenate the skin paired with a nourishing moisturizer.

The full-body massage, also an additional spa service, is performed by a massage therapist. Essential massage oils are used to provide a relaxing experience for the client. Since John Allan's product line does not offer massage oil, the massage therapist uses a variety of massage oils that she prefers and may vary between therapists.

### Unique services for the complete man

Besides the variety of skin care and grooming amenities offered, clients also can take advantage of the tailoring services of Savoia Custom Clothiers. From tuxedos and formal suits to custom shirts and ties, Savoia completes the groomed man with an expertly tailored outfit. Because of John Allan's philosophy of serving the whole man, offering tailoring not only contributes to the service atmosphere, but also completes the style and look of each client. "This is just another service we're offering to these guys," says Riordan.



Expert shoe services also are available and include shoe shines, shoe repairs, golf shoe cleaning and golf shoe spike replacement. By offering these unique conveniences, John Allan's hopes to drive home the idea of complete personal care with a one-stop shopping mentality.

## Dedicated to men

With its dedication to perfecting services exclusively for men, John Allan's has created not only a club meeting the needs of the men's market, but also a marketing philosophy that excels at reaching its target audience. John Allan's has pinpointed its ideal market and tailored its services and objectives accordingly.

The combination of the old style barbershop feeling with modern, stylish amenities creates a unique environment for men to begin caring for themselves once again. Emphasizing daily care transforms the industry from occasional pampering to life-altering changes effecting men's personal care.

The philosophy behind John Allan's is to be a driving force not only in the men's skin care industry but in the industry in general. The success of niche marketing can benefit spas and salons as they identify and meet the needs and desires of their clientele. ■



*Clients can enjoy their favorite beverage and conversation at John Allan's Club.*