



*Martial Vivot*TM

NEW YORK

“HAIR NEEDS TO BE GUIDED
TO ITS GREATEST POTENTIAL.”



Martial Vivot™

NEW YORK

SALON POUR HOMMES

the salon.

LAUNCHED IN JULY 2008 BY ACCLAIMED MEN'S
STYLIST + GROOMING PIONEER MARTIAL VIVOT,
SALON POUR HOMMES IS THE FIRST MEN'S SALON
IN NYC TO OFFER A HIGH CALIBER OF FULL
GROOMING SERVICES PAIRED WITH PRIVACY
AND THE MASCULINE ENVIRONS MEN DESIRE.

IN 2017, MARTIAL VIVOT OPENED A SECOND
LOCATION OF SALON POUR HOMMES IN
DOWNTOWN NYC .



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MARTIAL VIVOT

biography.



Martial Vivot is a world-renowned gentlemen's grooming guru and owner of two Martial Vivot Salon Pour Hommes' in Manhattan on West 54th Street and on Hudson Street. Touted by the New York Times as "the gentlemen's barber for many of the city's most powerful" and "the best in the city" by GQ, he is arguably the preeminent men's stylist in the city.

Vivot came to his current station with over 30 years of work, which began at the age of 15 with a rigorous 4-year apprenticeship in France, and culminated with him being awarded the title of Best Apprentice by the French Hair Academy, French Chambre Des Metiers. At the age of 23, Vivot moved to London to train at the Tony & Guy Academy, before returning to France for his Master's Degree. Foreseeing a dramatic evolution in men's grooming on the horizon in the 90's, Vivot became a pioneer in Europe for what would eventually be coined the "metrosexual" approach to men's grooming.

In 1999, Vivot moved to New York and rapidly became the stylist of choice for many of Manhattan's most influential men, and the go-to authority on men's grooming for a roster of magazines that include GQ, *Vogue Hommes*, *New York*, *Cargo*, *Gotham*, and *Departures*. He also appeared on television shows including *Queer Eye for the Straight Guy* and *Good Morning America*, as well as receiving two nods from *New York* magazine in their "Best of Beauty" lists for his incredible straight-razor shaves.

Predicting the rise of the men's salons, which focused on masculine trappings, but had no stylists of note, Vivot launched his Salon Pour Hommes, the first men's salon in New York City to offer a high caliber of full grooming services paired with privacy and the masculine environs men desire. The Salon Pour Hommes has since appeared in the *New York Times*, GQ, *Vanity Fair*, *Esquire*, *Details*, *New York*, *BlackBook*, *Robb Report*, *Manhattan*, *The Daily News*, *Gotham*, *Town & Country*, *The New York Observer*, Morgan Spurlock's *Mansome*, *Time Out New York*, and *Out*.

In 2013, Martial Vivot launched The Martial Vivot Grooming Collection, including Shampoo, Conditioner, Gel, Paste, and Creme. Most recently, the line has expanded to include a Beard & Face Oil.

The collection is available at Barney's New York and at MartialVivot.com.

Martial Vivot™

NEW YORK

POINTS OF DIFFERENCE



EXPERTLY FORMULATED BY MARTIAL VIVOT

MADE WITH **LUXE-ORGANIC + ALL-NATURAL** INGREDIENTS

FREE OF COMMON HARSH INGREDIENTS

UNIVERSAL FORMULAS FOR ALL HAIR TYPES

CREATED WITH **SOLAR POWER + ECO-CONSCIOUS**

CERTIFIED ORGANIC **ALOE-BASED** FORMULA

SUGAR + COCONUT-DERIVED CLEANSERS

PROPRIETARY BLEND OF 11 PLANT OILS

VITAMIN, ANTIOXIDANTS, AMINO ACIDS + MINERALS

PURE PLANT **ESSENTIAL OILS**

*Martial Vivot*TM

NEW YORK

GROOMING FOR HAIR + FACE

the collection.



9 PRODUCTS FOR HAIR + FACE

SRP \$28 – 48

LAUNCHED IN 2015 EXCLUSIVELY AT

B A R N E Y S
N E W Y O R K

*Martial Vivot*TM

NEW YORK

MARTIAL VIVOT SHAMPOO



the product.

LATHERS GENEROUSLY • RINSES EASILY
BALANCES SEBUM • ENERGIZES THE SCALP
NOURISHES + HYDRATES • COLOR + KERATIN SAFE
FREE OF SULFATES + PETROCHEMICALS
PROMOTES HEALTHY HAIR GROWTH
DENSIFIES + STRENGTHENS HAIR

Size: 7.3 oz
SRP: \$43

*Martial Vivot*TM

NEW YORK

MARTIAL VIVOT CONDITIONER

the product.

CONDITIONS • RESTORES • REPLENISHES
RINSES EASILY • PROMOTES HEALTHY HAIR
GROWTH • PREVENTS GRAYING • IMPROVES
LUSTER, SHINE, + MANAGEABILITY
DENSIFIES THE HAIR

Size: 7.3 oz
SRP: \$48



Martial Vivot[™]

NEW YORK

MARTIAL VIVOT CREME

the product.



PROVIDES A LIGHT + MINIMAL HOLD
CALMS FRIZZY + FLY AWAY HAIR
PROTECTS HAIR • ENERGIZES THE SCALP
ADDS SHINE • NOT STIFF OR STICKY
PREVENTS PRODUCT BUILD UP

Size: 4.2 oz
SRP: \$28

*Martial Vivot*TM

NEW YORK

MARTIAL VIVOT GEL

the product.

PROVIDES MAXIMUM HOLD • ADDS SHEEN
STRENGTHENS + MOISTURIZES • RINSES EASILY
PROMOTES HEALTHY HAIR GROWTH
INHIBITS GRAYING • FLAKE-FREE HOLD

Size: 4.2 oz
SRP: \$28



Martial Vivot[™]

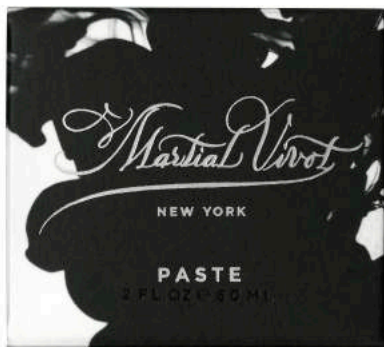
NEW YORK

MARTIAL VIVOT PASTE

the product.

PROVIDES A SOFT TO MEDIUM HOLD • ADDS
BODY + VOLUME • NOT STIFF • ASSISTS WITH
MOLDING, SCULPTING, + TEXTURIZING
RINSES EASILY • NATURAL MATTE FINISH

Size: 2 oz
SRP: \$30



*Martial Vivot*TM

NEW YORK

MARTIAL VIVOT BEARD & FACE OIL

the product.



CONDITIONS + MOISTURIZES SKIN

NOURISHES + HYDRATES BEARD

PROMOTES HEALTHY BEARD GROWTH

IMPROVES SHINE + MANAGEABILITY

PROTECTS + SMOOTHES • INHIBITS BEARDRUFF

Size: 1 oz

SRP: \$48

Martial Vivot[™]

NEW YORK

MARTIAL VIVOT GROOMING TOOL LINE



Comb
\$40.00



**Beard
Brush**
\$30.00



**Mustache
Comb**
\$48.00

the tools.

“A combination of the proper tool with a Vivot styling product will guide your hair to its greatest potential.” - Martial Vivot

The Martial Vivot Tool line was created at Fournival Altesse in Muoy, Oise — the true cradle of the French brush industry. The signature Fournival Altesse make is evident in the superiority and design of all Martial Vivot tools; each tool is made with exotic or French woods and quality bristles. Martial Vivot tools are entirely made by hand, utilizing the Fournival Altesse shaping and empoliage technique dating back to the 19th century.

Fournival Altesse is the last company in the world to make their tools entirely by hand, meaning that Martial Vivot tools are in the ranks of some of the finest made grooming tools today.

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