
Upscale barber shop hosts renowned master

By Ann Marie Shambaugh, Staff Writer

(Created: Thursday, January 29, 2009 10:02 PM CST)

Fourth-generation master barber Perry Gastis' shaving technique is so exquisite he only allows it to be performed in three cities: Vancouver, Las Vegas, and now in Frisco.

The Gentleman's Refinery Straight Razor Shave costs \$65, lasts about 45 minutes, and uses more than a dozen towels and only brand new fine razor blades. The antiseptic and all-natural shave is available at The Gent's Place, an upscale men's barber shop that opened last month at The Shops at Starwood.

Gastis spent the day at The Gent's Place on Jan. 23, grooming select clients and certifying barbers to perform his signature shave. He uses five products during the shave n pre-shave oil, shaving cream, aftershave balm, moisturizer, and eye gel n designed with natural ingredients through years of working with clients and tweaking the formula.

"It's a combination of a lifetime of experience," Gastis said.

The barber said it was easy for him to allow The Gent's Place to sell his exclusive products and offer his shaving style after speaking with owner Ben Davis about his vision for the shop. Davis, who formerly worked in the insurance industry, noticed that an upscale, yet masculine, barbershop was missing in the marketplace.

He opened The Gent's Place in Frisco because of the growth opportunities and the atmosphere at The Shops at Starwood.

"People come to this shopping center knowing they're going to get something different," Davis said. "It was a combination of all the demographics, the growth, and this shopping center that really attracted me."

Men who choose The Gent's Place will find an atmosphere unlike any other in Frisco. The waiting area is a bar with complimentary wines, beers, whiskey, and sodas. Celebrity or high-profile clients may check in and wait in a lush private area before being escorted through a back door to receive services.

Plush leather chairs and televisions tuned to news or sports await men who are seeking a haircut. The room includes a 15-foot stone fireplace to provide a glowing ambiance. Separate rooms are available for hand and foot repair, body waxing, and massages.

"It's not just a haircut, it's not just a shave, it's not just a massage, it's an experience when you walk in," Davis said.

He tested various grooming products before opening The Gent's Place, and selected two for use and sale: The Gentleman's Refinery and Baxter.

"I didn't want to sell anything I wasn't passionate about or using on a regular basis," he said.

The feedback has been overwhelmingly positive during the first month, Davis said, and he is actively soliciting comments from customers. He said that he is responsive to comments and concerns and makes every effort to meet customers' needs.

Most clients are Plano or Frisco residents, and many are experiencing an upscale barber shop for the first time. Most are also experiencing Gastis' products and shaving style for the first time.

"Every single person we sold the product to says it's the best they've ever had," Davis said.

For information on the barber shop, visit www.TheGentsPlace.com.

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