

THE GROOMING AND LIFESTYLE MAGAZINE

WWW.JACKSOFLONDON.CO.UK

ISSUE 8

FREE

JACK BUTLAND

EXCLUSIVE INTERVIEW /

WITH ENGLAND GOALKEEPER
& JACKS OF LONDON BRAND
AMBASSADOR

+

BUDAPEST'S BEST BITS

INSPIRATION FROM ITALY

TOP APPS FOR THE MODERN GENT

GETTING YOU THROUGH
THE PARTY SEASON

FAST FITNESS



WIN
2x TICKETS
TO WATCH JACK BUTLAND PLAY
& THE CHANCE TO MEET HIM
PLUS A YEAR'S SUPPLY
OF TRUE GENT PRODUCTS



JACKS
OF LONDON™
THE ORIGINAL MODERN BARBER

THE VIBE

It's been a busy year for the Jacks team and it's not set to slow down anytime soon! After celebrating our 20th year in the business and securing premiership status by signing up England goalkeeper, Jack Butland as our brand ambassador, the big launch of our very own Jacks of London product range far exceeded all our expectations. You can now buy the products online too at:

www.jacksthetrugegent.co.uk

A huge summer of sporting events followed where we launched our big Euro 2016 campaign, as well as tending to the tennis elite in the players' lounge at the Aegon Championships, Queens. And how could we not mention meeting David 'The Legend' Beckham!! We also found the time to open a new Jacks store on the South-West Coast in Southampton. Read on to find out more...

—
Emma Lee,
Marketing Director at Jacks of London

Jacks in the Spotlight

Our boys are topping the bill this October at the ultimate hair expo, Salon International, where nearly 20,000 barbers and stylists from all over the world descend annually on London's Excel to watch their hair heroes perform.



Jack Butland
Our Brand Ambassador

WIN A YEAR'S SUPPLY OF TRUE GENT PRODUCTS FROM JACKS OF LONDON!

The prize includes enough True Gent shampoos and styling products to keep you suitably styled all year round! To enter, please visit:
www.jacksoflondon.co.uk/truegent

Growing a Mo this year?

Are you up for some Movember action this year? At Jacks we're big advocates of The Movember foundation, who are dedicated to raising funds and awareness for Men's Health.

Keep your eye on the Jacks website for moustache ideas, grooming and style tips and how Jacks of London stores will be doing their bit for Movember! Also visit movember.com to donate.



Jacks goes overseas

Two of our trusty Jacks team members took their skills overseas this summer to train over 60 hairdressers from all over Italy on men's barbering and grooming techniques. They also introduced them to the Jacks of London 'True Gent' product range and as a result we are very excited to report that we have now officially launched the products in Italy!

Your favourite Jacks barbers served up an ace in June, keeping the world's tennis elite trimmed as official grooming partner to the Aegon men's tournament at London's Queen's Club.

It was an all-star performance, with the best of British barbering serving up haircuts, beard trims and cut-throat shaves to international tennis top seeds such as Dimitrov, Cilic, Fleming and Kyrgios, at the week-long championship, the traditional curtain-raiser for Wimbledon.

It was a tough call, making sure the players and their entourages were kept looking their best, on court and off, but our Jacks team did us proud with a typically faultless performance. Game, set and match to Jacks!

To find out more info on all our stores visit our store locator at www.jacksoflondon.co.uk

AEGON
CHAMPIONSHIPS
THE QUEEN'S CLUB



THE TRUE GENT RANGE - URBAN HOLD TEXTURISING SALT SPRAY

HOW TO USE - STEP BY STEP



Get the look

Urban Hold is the perfect summer beach product, giving you that natural surfy look with no hassle. Simply spray onto wet hair straight from the pool or sea and push back/restyle with your fingers - Sex god in seconds!

Long, short, curly or straight - Urban Hold is your 'go to' product and a must have for helping your style stay in place for longer.

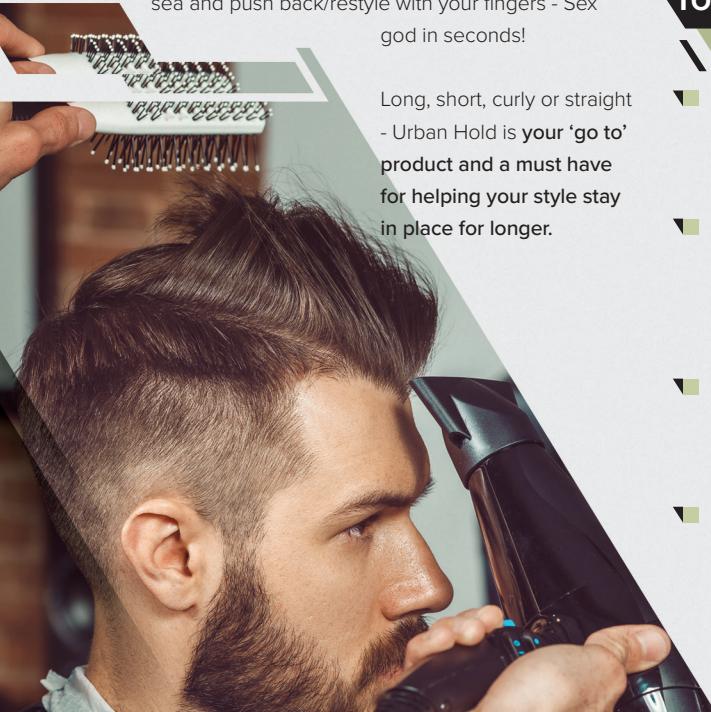
URBAN HOLD - £12.25

Texturising Sea Salt Spray - 200ml

HOLD FACTOR 5

Top Tips Urban Hold SEA SALT SPRAY

- Urban Hold Salt Spray can be used on any type of hair, for any style as it is generally used before another styling product.
- Always use Salt Spray on your hair to create the base. Then style your hair with a wax or paste. Your style will then last for the whole day instead of just a couple of hours.
- Urban Hold Salt Spray can help to make thin hair look thicker and is great for increasing all round volume.
- Only use a little at a time. If too much is used your hair may well become greasy and you might need to wash through and start again.



Jacks Gift Packs

Stuck for a gift this year?

You can't go wrong with one of our exclusive 'True Gent' Gift packs. Simply pick and choose from our selection of hair and styling products and we'll package them all up for you in one of our classy, canvas bags as well as throwing in a few cheeky extras to make it super special.



- The - TRUE GENT RANGE

GIFT PACKS - £30

Hassle Free, Head Strong or Motion Hold Gift Packs

The Gift packs include:

- A Jacks of London Canvas Bag
- A True Gent Hassle Free Shampoo
- A True Gent Urban Hold Salt Spray
- Gift Tag and Ribbon
- Product Guide Leaflet
- Free product sample and Jacks water bottle

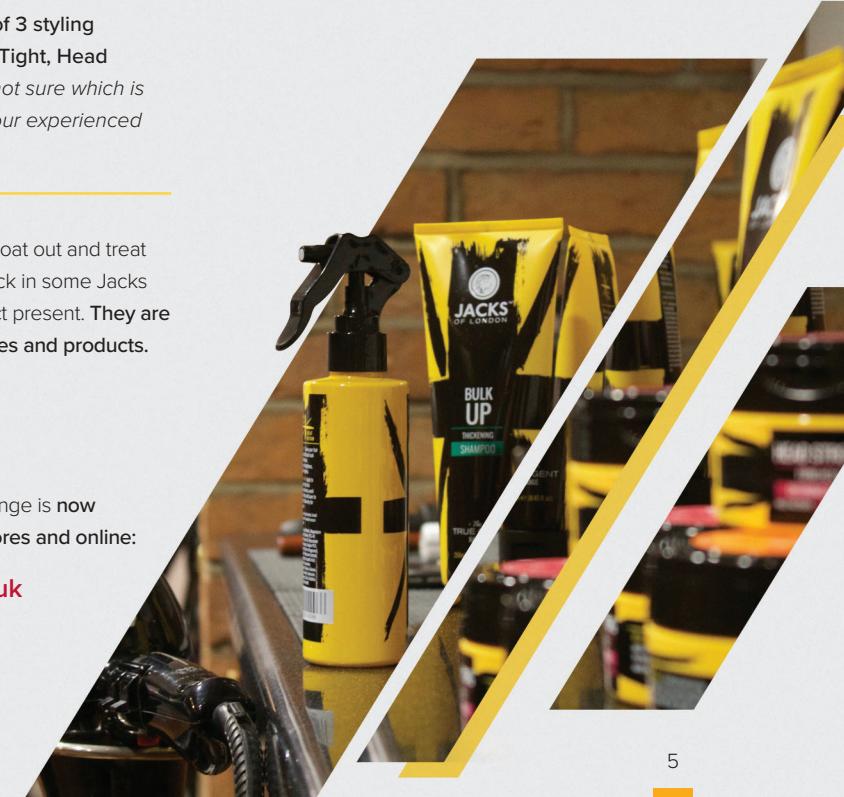
Then choose from our selection of 3 styling products to tailor your gift - Hold Tight, Head Strong or Motion Hold. (If you're not sure which is right for you then just ask one of our experienced barbers for advice)

And if you really want to push the boat out and treat that someone special, why not chuck in some Jacks Style Vouchers to top off the perfect present. They are valid on all Jacks of London services and products.

Where to buy?

The Jacks of London 'True Gent' range is now available in all Jacks of London stores and online:

www.jacksthetruengent.co.uk



5 TOP APPS FOR TODAY'S MODERN GENT



Delectable Wines

Price: FREE

We've all been there, scouring the supermarket for that perfect bottle of wine for a dinner date, gift or even for the in-laws! Well Delectable Wines have solved this problem with their free app that lets you view ratings and reviews on hundreds of wines quickly and simply just by photographing the label.

143 Ratings



Men's Hairstyles

Price: 0.79p

Men's Hairstyles is the first app that allows you to try on over 140 different men's hairstyles and over 98 beards and moustaches to see what you look like. Load up your photo and off you go! At 79p and with great reviews it's well worth the investment.



98 Reviews



Foursquare

Price: FREE

Foursquare is the ultimate city guide, in your pocket. Find the best places to eat, drink, shop, or visit - in any city in the world! Foursquare takes all the work out of finding that right thing for the right moment. Whether it's impressing a new date or wining and dining those difficult business associates.

7978 Ratings



Zipjet

Price: FREE with In-App purchases

For those who are simply too busy (or too lazy) to nip to the dry cleaners, this courier service is ready and waiting to take care of your unwashed items. Simply select a time to have your clothes picked up, sent to one of the nearest Zipjet dry cleaning points



and delivered back to you within 24 hours. Oh, and they'll do the ironing too! Who needs a wife these days!

172 Ratings

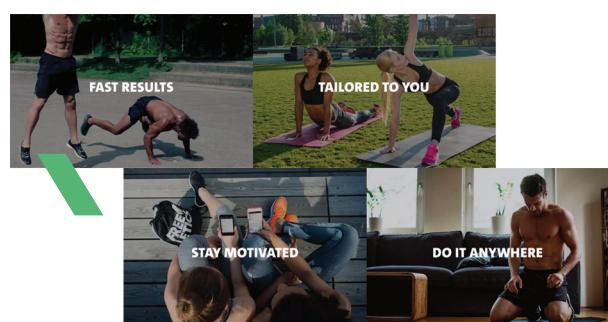


Freeletics

Price: FREE with In-App purchases

With four online fitness apps, specialising in gym, running, nutrition and weight training, Freeletics is a seriously affordable online training programme. With a focus on HIIT, you are pushed hard for short bursts of time, which is painful but effective, and makes workouts easy to slot into a busy day.

579 Ratings



soundjack

JACK IT UP



We like to make sure that we always have our client's needs at the forefront of everything we do. So along with our recent new additions of free coffee machines and USB charging points in store, our biggest and most exciting new feature is Soundjack!

All you have to do when you come in store is:

- 1** Download and sign up for free to the Soundjack app
- 2** Select your nearest Jacks store from the venue listings
- 3** Browse through all the artists and track playlists, select your chosen song and it'll be next up. It's as simple as that!

Check out what music's playing in all our stores now via our website - www.jacksoflondon.co.uk



So when you're next in for a styling session at Jacks, make sure you Jack it up! Grab yourself a cold beer, get comfy on our chesterfield sofas and get the Soundjack app downloaded to your phone. You'll only have to do it once and then the music choice is yours whenever you visit.

"At Jacks we understand how important it is to create the right environment for our customers. Music plays a big part in this, so we thought why not let our customers choose for themselves."

Emma Lee
Marketing Director
Jacks of London



JACKS OF LONDON SCORES WITH ENGLAND GOALIE JACK BUTLAND

Jacks of London cemented its premiership status in November by signing up England and Stoke City goalkeeper Jack Butland as the face of the brand.

The 23-year-old English Premier League star became part of the Jacks squad just in time for the launch of our new Jacks of London product range and will help Jacks in our goal of expanding our network of barbershops as well as promoting our True Gent range of own-brand products.

Having had the pleasure of spending time with Jack over the past year at various product launches and photo shoots it became apparent very quickly what a perfect Jacks brand ambassador he is. Super friendly, not the slightest ounce of arrogance, bright

"I'm a big fan of Jacks of London and am delighted that they've asked me to come on board. They're an awesome team and I love their products and the whole relaxed, laid back vibe of the company."

Jack Butland



"I LOVE THE TRUE GENT PRODUCTS"

URBAN HOLD, SALT SPRAY
IS MY FAVOURITE IN THE TRUE GENT RANGE

"Jack is a great catch for us, a safe pair of hands who represents everything we stand for. And, like all our 'True Gent' products, he's also made in Britain. We're glad to welcome him to the team and look forward to achieving great things working together."

Sue Whitehead
Jacks of London
Managing Director

Quick-fire Q&A with Jack Butland

Q1. Biggest career highlight so far?
England Debut

Q2. Any superstitions / Pre match rituals?
Left Boot, Glove, and Shin pad first!

Q3. Biggest sporting influence/ hero?
Muhammad Ali, Casillas!

Q4. Why goalkeeper not striker/ defender?
I used to be a striker, preferred GK!



Q5. Career Plan B?
Rugby!

Q6. Style icon/influence?
Beckham

Q7. What do you see when you look in the mirror?
A Winner

Q8. Favourite Jacks True Gent product?
Urban Hold, Salt Spray

Q9. Guilty pleasure?
Justin Bieber haha!

Q10. Celebrity crush?
Rosie Huntington Whitley

Q11. Starstruck moment?
Meeting Gordon Banks

Q12. What's top of your bucket list?
Doing an extreme sport, skydiving etc and travelling the world

Q13. Favourite tipple?
Vodka Cranberry!

Q14. On a day off what's top of your list?
To relax, see friends and family, play golf!

Q15. Career aspirations?
To be the best!



WIN

**2 Premier League tickets
to watch me play and then
meet me after the match!**

And if that wasn't enough, get your pic taken with
Jack and we'll also throw in a signed shirt! **To enter
our most exciting Jacks competition yet simply visit:**

www.jacksoflondon.co.uk/jackbutland

GET GROOMED



Let's take the stress and strife out of looking great this Yuletide with Evolve's guide to the finer things that will get you through the festive period.



2 The Chrimbo styling:

Head Strong Defining Paste by Jacks of London

Imagine having a Jacks of London barber that fits into the inside breast pocket of your favourite jacket. You could nip to the loo, get him out, and get your hair looking the way you want it to, the way that will appeal to that attractive fellow employee you've rather taken a bit of a shine to. Grow up mate. Seriously, as though you'd ever get one of our barbers in your pocket! But 'tis the season to get your mitts on this yellow pot of brilliance from JOL that ensures your quality cut stays looking quality thanks to, er, the volcanic ash it's made from. After one use of this, you'll erupt if you use anyone else's products! Geddit?

www.jacksoflondon.co.uk



3 The Chrimbo shirt:

PS By Paul Smith Tailored Rose Cuff Shirt

Oh no, the dreaded office party shirt! It's the annual night when some lads think that style is something wooden that you climb over in the countryside, as they model some absolute monstrosity on the dancefloor. But don't go too informal to the 'do'. After all, if ever in doubt, always dress up rather than down. So go with a brand that has always signified quintessentially British quality tailoring that comes with a side order of quirkiness. The PS by Paul Smith range has fused several of his labels together, and this tailored fit shirt comes in a flattering black, but with a smattering of individualism thanks to a rose print cuff detail. Smart.

www.infinities.co.uk



1 The Chrimbo smellies:

Acqua Di Parma Colonia

It's sub-zero outside, so why not put warmer thoughts into your minds and some beautifully crisp, fresh smells up the nostrils of those standing in your vicinity, by wearing a little bit of Italian sunshine? This is a brand that has been making some of the finest fragrances for gents for over a century now - and this is one of their signature products. This company makes ace fragrances and products that make you smell ace. Simple.

www.acquadiparma.com



5 The Chrimbo coat:

Rains Jacket

Look like you're the coolest bloke who ever starred in Deadliest Catch or Wicked Tuna by getting hold of this humdinger of a waterproof jacket from the appropriately named label, Rains. It's simply brilliant, lightweight protection. Danish menswear brands are renowned for their minimalist excellence, and Rains are no different. This comes in a range of colours (but we especially HEART the on-trend yellow one), and this teamed with a great pair of Edwin selvedge jeans is a great look for trawling around the shops pretending you're listening to what your partner is saying. No huge labels, no unnecessary frills, just a great jacket for the discerning gent.

www.yardsstore.com



4 The Chrimbo accessory:

Lyle and Scott Billfold Wallet in black or brown

Make out you've got loads of money even when you haven't. Simply get yourself one of these soft leather beauties.
www.infinities.co.uk



6 The Chrimbo pick-me-up:

ClarinsMen Anti-Fatigue Eye Serum

The morning after the night before is never a great look, is it? Your hangover cure of choice might make you feel a bit better inside, but your eyes are often a giveaway that you've had a night of excess. So rather than looking like you're an Alice Cooper tribute act, get yourself some of this serious serum from the good folk at Clarins and energise your mince pies.
www.clarins.co.uk

7 The better-than-a-Chrimbo jumper:

Basläger sweatshirt

You don't have to pretend you like that oversized, cheap and really hopeless reindeer and Santa concoction any more. Indeed, for lounging around doing nothing but enjoying the festive period, get yourself one of these sweats. Well made, lovely fitting, and unbelievable value - these sell out like the proverbial really-nice-but-inexpensive-sweatshirts when they go on sale online. You thought that last sentence was going to say hot cakes, didn't you? Pfffft. See what the fuss is all about. Visit their website and take a peek at affordable, simplistic style.

www.xn--baslager-8wa.com



8 The Chrimbo bobble:

Casual Connoisseur Weir

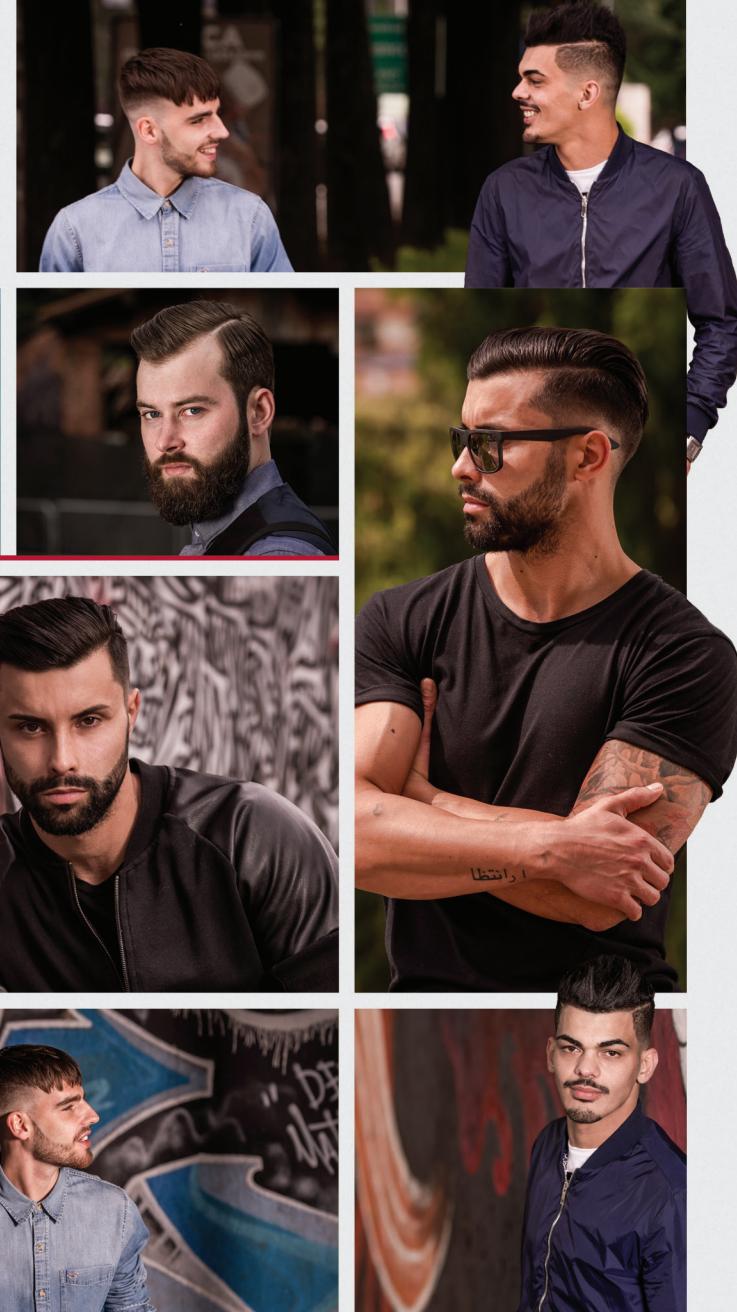
Yet more online mayhem - when Casual Connoisseur bring out a new Weir hat, the internet goes all daft. They sell out in the time it takes to say "now I'm going to have to buy an inferior bobble hat from somewhere else!" as they only do 50 of each hat. Follow them on Twitter and keep your eyes peeled and your index finger primed, as they may not even have any on their website at certain times. Why? BECAUSE THEY SELL OUT DEAD QUICK!

www.casualco.com

JACKS COLLECTION STREET ART

Shot on the streets of **Bassano Del Grappa** in Northern Italy, Jacks latest collection took inspiration from the 'cool' local graffiti art.

With a striking display of patterns and textures to draw from we built a selection of styles that complimented the rustic charm of the Town and used the back drops to enhance our confident but relaxed styling for the modern gent.



Credits

Hair & Grooming: Steven Gasparetto & Katie Kennedy, Jacks of London

Photography: Stefano Durante

Products: 'The True Gent' Range by Jacks of London

Location: Bassano Del Grappa, Italy

For more collection images & inspiration visit:

[f @jacksolondonbarbers](#)

[t @jacksolondonuk](#)

[o @jacksolondonuk](#)

SOUTHAMPTON IN THE SPOTLIGHT

On Thursday 9th June our new team in Southampton celebrated the opening of the latest Jacks of London venue. Over 100 guests, packed out our stylish new store on Above Bar Street for a launch party that kicked off a weekend of special events. New customers and members of the local press enjoyed a free beer tasting bar courtesy of The Dancing Man Brewery as well as live music from talented local musicians, shoe shine services and special introductory prices on cuts, shaves and Jacks exclusive D-TOX face service.

Prominent faces at the launch included U21's West Brom player Ethan Ross and local U18's rising star Harvey Read. After two seasons in the Southampton youth squad, Harvey recently transferred to Stoke City, where he is now a team mate of our brand ambassador, Stoke and England goalkeeper Jack Butland.



The move into Southampton by Jacks of London will strengthen Southampton's reputation further as a magnet for the style-conscious gent in the South.

As well as all the usual Jacks touches, the new store in Southampton has also seen the **introduction of some new twists to our brand environment**, including the new vibrant yellow signage, stylish red barber chairs, free help yourself coffee machine and an innovative new sound system where our customers can pick their own music from the interactive app. Our other stores will follow suit soon, so watch this space!



"Southampton is vibrant and growing. It has the sense of community of a small town combined with the hustle and bustle of a prosperous city. We've only been open a few months and have already established ourselves as the "local" barbershop to visit and the feedback has been fantastic."

Johan Sweigers
Jacks of London's new Southampton franchisee.

"Highly recommend Jacks to anyone looking for a top quality barbers. This is my 4th visit now and every time it has been faultless"

Luke Pothecary

"Free drink while I waited, hair wash and massage and best hair cut I've had anywhere! Great products and staff extremely friendly, I will definitely be returning."

Joe Taylor

"Brilliant service from start to finish, I would definitely recommend."

Mark Lee Hurst

For more reviews, info and offers follow us at:

[@JacksSoton](#)

[@JacksSoton](#)



We also handed out complimentary Jacks goodie bags containing a selection of Jacks own-brand True Gent products and received a huge response to our '**WIN THE ULTIMATE JACKS DAY OUT'** competition where the winner and 5 of his mates enjoyed a fun packed day out in Southampton worth over £1,000.

Jon Chalkley
Winner of our ultimate Jacks day out!



BANISH THOSE BUSHY BROWS

New Eyebrow Threading Service

If you have unruly eyebrows, reminiscent of a dense forest, the big question is, should you be doing something about them?

Well this really depends on your unique eyebrow situation, but the way we see it is, **why pay good money to have your hair and beard sharpened up and then leave your eyebrows to grow wild!**

There are two types of eyebrow hair growth that require immediate action: Individual long hairs growing within your eyebrows and/or wiry, rogue short hairs that won't get in line. So if you have hairs extending beyond your brow line or hairs congregating to form the beginnings of a uni-brow, in our opinion, man scaping is a must!

At Jacks we now offer a professional eyebrow threading service which delivers a subtle 'natural' looking brow. **Threading uses a piece of cotton to wrap around each individual brow hair to remove excess strands, making for a speedy treatment that doesn't leave the brows looking overly-sculpted.** Eyebrow grooming can also act as a fantastic anti-ageing device that brightens the face and lifts the eyes, making a world of difference to your face!

For many guys though, the mere thought of eyebrow grooming still feels tedious or unnecessary, but at Jacks we can simply finish off your look at the same



time as having your monthly haircut or shape up. **Threading is a quick and discreet service that lasts far longer than trimming or plucking, so simply ask your barber for our eyebrow threading service each time you're in for your regular trim.** Your tamed brow will leave you with a much cleaner, smarter look to the face as a pose to a couple of furry creatures who have attached themselves to your forehead!

£8 | Available in all Jacks stores

For more information visit:

www.jacksoflondon.co.uk

Top Tips

- Less is more - so if you do have a go at home with the tweezers - go slowly and don't over pluck.
- Use a tiny dab of styling cream to weigh down and smooth out unruly brows
- Add on an eyebrow grooming service when you visit the barbers and it will become part of your regular grooming routine.
- Men have a lower and straighter brow line, so make sure yours stays masculine by asking your Jacks barber as a pose to a ladies' salon.
- Threading can also be done on cheek bones, bridge of nose, earlobes or simply just those pesky hairs in the middle of your brow.



CHILLED IN BUDAPEST

These days, dapper chaps looking for Europe's coolest city break are heading to Budapest. Wearing its hipster credentials loud 'n' proud, it's the London of the East with enough sightseeing opportunities to keep you wandering all day and a nightlife that will keep you partying until morning.

Budapest is split neatly in two by the mighty River Danube - sadly no longer blue - with hilly Buda and its old citadel on the east and flat Pest on the west. Despite the divide it's easy to get around, with **cheap, well-run metros and trams, which, if you buy a 24-hour pass for around £6, you can hop on and off.**

Hungarians are some of the friendliest service in Europe (and most English-speaking) is on offer in its chilled cafés, cool restaurants and funky bars, where waiters will delight in introducing you to Pálinka, Hungary's famous fruit brandy.

There's accommodation to suit every pocket, from bargain-bucket hostels, crammed with folk speaking English in a hundred different accents, to a wide selection of cheap hotels and Airbnbs right through to the most luxurious five-star establishments, like the beautifully restored Four Seasons Gresham Palace.



Hungary is proud of its footballing heritage, though it hasn't had much to write home about for a while. Euro 2016 was the first time the country had qualified for a major tournament in 30 years. But you'll see plenty of reminders of the glory years, the early 1950s, when the national team - the Magical Magyars - was truly world class. If you are wandering in the Jewish Quarter, check out the giant mural celebrating Hungary's 6-3 thrashing of England in 1953.

Then there are the cool open-air venues that have sprung up in derelict buildings and spaces left from the war where the drink is cheap and everyone is out for a good time. These ruin bars are an exclusively Hungarian phenomenon and are guaranteed to keep you going until the sun comes up. **Seek out Szimpla Kert, the original ruin bar. It even has its own cinema.**

Or how about a pool party in Budapest's world-renowned thermal spas? After making a splash at the late-night weekend parties complete with DJs, you could come back the next day to steam away your hangover. **Top of the list is the Rudas Baths, dating back to Ottoman times, or check out the palatial Széchenyi Baths, the biggest spa complex in Europe.**

So if you've had enough of Ibiza, you've done Prague and want to dip your toe into the cultural and party waters of Europe's latest happening hotspot, it's got to be Budapest.

GET FIT FAST - THE MODERN APPROACH



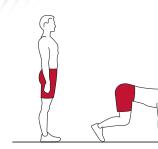
Robert Elford, our resident fitness expert, talks us through some simple exercises you can do anywhere, anytime, with no need for any equipment. The modern man really has no excuse for getting out of shape with these strengthening and cardio excises!



1 Tricep Dip

Simply place your hands either side of your butt, shift your hips forward and allow the body to drop, bending the elbows down to 90 degrees. Then drive your arms straight and you'll pop right back up.

Jacks Top Tip: Want to make this harder? Try placing your hands closer together and your feet further away!



2 The Burpee

From a standing position drop into a tuck shape, then place the hands on the floor and kick the legs out behind you into a press up position. Then, jump the feet back to the tuck shape and jump up - it's that easy!!!



3 Split Squats

This static exercise can be done anywhere where you can raise your back foot in a lunge position, then drop your knees down towards the floor and push back up to the starting position. You will build enviable leg muscles fast with this little killer.



1 Ninja Tuck Jumps

With feet shoulder width apart, bend the knees and drive through the feet jumping up whilst bringing the knees into the chest - your hands can be stretched out in front of you. Start with 3x30seconds of this exercise and build up to 1 minute.



2 Standing Core Upper Cuts

Stand in a boxer's pose with feet hip width apart and one foot slightly in front of the other. Make a fist, with the left hand punch up and across the body then do the same on the other side. Do this as fast as possible. 3x1 minutes will have you feeling like Ali!



3 Everest Mountain Climber Twists

With feet shoulder width apart, bend the knees and drive through the feet jumping up whilst bringing the knees into the chest - your hands can be stretched out in front of you. Start with 3x30seconds of this exercise and build up to 1 minute.

Spending hours in the gym is now a thing of past. If you want to get in shape your workouts should be short, sharp and intense. This is what really gets the body fired up and achieves results!



NOT ALL CONTOURS ARE SHAPED BY BARBERS.

WORKOUTS TAILED TO YOU. DOWNLOAD THE APP NOW.



FREE
LETICS

FUDGE 
PROFESSIONAL

MOULD, SHAPE,
HOLD, VOLUMISE,
DEFINE
AND TEXTURISE.

Fudge Professional. Creative to the Core

NOW AVAILABLE



FUDGEPROFESSIONAL.COM

   FUDGEHAIR