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The art of being a man

www.artofman.com.au

A growing interest in male grooming - the success of TV and lifestyle shows that emphasise the importance of male grooming personal presentation, retail sales growth in men cosmetic and skincare ranges resulting in more and more men now competing with their partners for prime bathroom real estate - all contributed to the creation of *Art of Man*.

Launched today, *Art of Man* (www.artofman.com.au) is a new online retail store and resource for men's grooming, skincare and fine fragrances.

Australian based, the site is dedicated to providing a carefully selected range of the finest in men's products as well as grooming solutions, information and advice. All delivered with an emphasis on premium customer service.

Art of Man was an idea that evolved when Knut Larsen and Atul Joshi found there was no single destination in the Australian market where they could find a quality range of skincare products and fragrances for men. The resulting business - *Art of Man* - offers a place to find exclusive and quality men's products and grooming solutions without the need to spend hours searching in shops.

"We have sourced products of the highest quality from all over the world, not previously available from the one source in Australia and will be making them accessible to the Aussie male for the very first time" says Norwegian born Knut who is Managing Director of *Art of Man*.

"In developing *Art of Man* we noted male skincare and grooming products were taking priority, but we wanted to make the choice and delivery as easy as possible, not just for men but the women who shop or care for them.

"Today's time starved man thinks practically - they like to have an objective. With their busy lifestyles, they like to know what a certain product can offer and what the associated benefits are and how they can acquire these products quickly. They want good advice but may be reluctant to ask how to shave, how to tie, how to look their best.

"We pride ourselves on being more than just an online store - we offer practical solutions to the needs of our clients from inquiry through to delivery. Even with the practicality and ease of online purchasing, the educated consumer still expects and demands good customer service." Knut added.

Art of Man offers the ultimate in practical shaving solutions from products including *True Gentlemen* and *é Shave* from the US, the all natural *About Face* men's skin care line and the finest in men's fragrances such as *Parfums de Nicolai*, a fragrance line created by Patricia de Nicolai, great granddaughter of Pierre Guerlain, founder of the house of Guerlain.

Ordering products from the site is easy, with same day delivery within the Sydney CBD if the order is made before noon. Products are beautifully packaged and presented and return clients are eligible for a customer loyalty program which entitles significant discounts on each return visit.

For a full range of *Art of Man* products please visit www.artofman.com.au.

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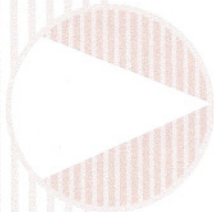
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wash



shave



spray



splash



advice