

GROOMING **ADAM** ATELIER

US LANDLORD PACK · APRIL 2026

CONFIDENTIAL



OUR STORY

CRAFTED IN LONDON. BUILT FOR THE CITY.

Founded in 2017, Adam Grooming Atelier has redefined the male grooming experience across London's most prestigious addresses — from Harrods, Knightsbridge to Canary Wharf.

Rooted in the traditions of English and Roman barbering, each Adam Grooming Atelier is designed as a sanctuary: a place where the modern professional arrives to unwind, and leaves refined.

FOUNDED 2017 · LONDON, UK

THE ATELIER EXPERIENCE

A SANCTUARY FOR THE MODERN GENTLEMAN.

Every Adam Grooming Atelier is a considered environment — warm leather, natural timber, artisan detail. Designed to be at once calming and precise. An environment that reflects the men it serves: professionals who value craft, discretion, and quality without compromise.



ESTABLISHED IN LONDON

13 ATELIERS. LONDON'S FINEST ADDRESSES.

ADAM is one of London's most established premium grooming groups — a trusted partner to Harrods, Canary Wharf Group and Grosvenor. Nine years of responsible tenancy. Zero failed locations.

MAYFAIR & KNIGHTSBRIDGE

Harrods
Mayfair, Berkeley Street
Mayfair, St Christopher's Place

THE CITY

Liverpool Street
Monument
St Paul's

CANARY WHARF

Canary Wharf Mall
Canary Wharf, Jubilee Station
Canary Wharf, Cabot Place

FURTHER LONDON

Marylebone
Fitzrovia
Victoria
Westfield London

US FLAGSHIP

BROOKFIELD PLACE, NEW YORK CITY

Opened in 2022, ADAM's US flagship is located in Brookfield Place, Lower Manhattan — one of New York's most prestigious mixed-use destinations. Neighbours include Equinox, high-end fashion brands and premium dining. The atelier serves the financial district's professional community 7 days a week.



PROVEN US UNIT ECONOMICS

BROOKFIELD PLACE PERFORMANCE

\$1.3^m

ANNUAL REVENUE
US FLAGSHIP

25%

EBITDA MARGIN
STRONG UNIT
ECONOMICS

90%

CHAIR UTILISATION
6 CHAIRS · PEAK
CAPACITY

80%

REPEAT CONVERSION
4.9★ GOOGLE RATING

OUR LOCATION THESIS

THE FORMULA THAT WORKS

01

OFFICE-DENSE CATCHMENT

Financial districts, premium office towers, corporate clusters. Our core client — the time-pressed professional — works here Monday to Friday. Weekday trade is strong and predictable.

+

02

RESIDENTIAL PROXIMITY

The same professional lives nearby — in premium residential towers and upscale neighbourhoods. Residential density drives weekend footfall, creating a 7-day trading model.

=

THE OUTCOME

7-DAY TRADE. EVERY WEEK.

Brookfield Place proved it: strong weekday commuter visits plus a residential weekend crowd from Battery Park City and Tribeca. We seek this same dual dynamic in every new location.

US PIPELINE

Target: 10 ateliers across 3–4 US cities
by end of 2027

CITY	LOCATION	DETAIL	STATUS
NEW YORK	Brookfield Place, Lower Manhattan	Trading since 2022 · \$1.3m revenue · 25% EBITDA	OPERATIONAL
NEW YORK	Midtown Hilton, 6th Avenue	Lease signed · Opening August / September 2026	SIGNED
NEW YORK	Manhattan West, Hudson Yards	In discussions with Brookfield · Q4 2026 target	IN DISCUSSION
BOSTON	Prudential Tower, Back Bay	In discussion · Q1 2027 target	IN DISCUSSION
MIAMI	Brickell, Financial District	Active site search · Office + residential density matches our formula	EXPLORING

GROWTH ROADMAP

10 ATELIERS. 3-4 CITIES.

Targeted expansion into US cities
where the ADAM
formula delivers: office density,
residential proximity,
premium professional spend.

NEW YORK

4 LOCATIONS

Brookfield Place
OPERATIONAL

Midtown Hilton
SIGNED · AUG/SEP 2026

Manhattan West
IN DISCUSSION · Q4
2026

Grand Central / Vanderbilt
PROPOSED

BOSTON

2 LOCATIONS

Prudential Tower
IN DISCUSSION · 2027

Seaport District
PROPOSED

MIAMI

2 LOCATIONS

Brickell City Centre
EXPLORING · 2027

Coconut Grove
PROPOSED

WASHINGTON DC

2 LOCATIONS

Georgetown / K Street
PROPOSED · 2027

Navy Yard / Capitol Riverfront
PROPOSED

SERVICES

USD PRICING · COMPLIMENTARY TURKISH COFFEE, JAPANESE WHISKY & BEER

HAIR

Adam Full Service \$75

Consultation, precision scissor cut, wash, blow dry & style.

Kickstart \$45

Swift refresh — neck tidy, wash, hot towel, scalp friction, blow dry.

Buzzcut \$40

Clipper cut, wash, hot towel, scalp friction, blow dry.

Color / Grey Blending \$55

SHAVE & BEARD

Adam Shave / Beard Reshape \$75

Cut-throat razor shave or bespoke beard reshape with hot towel, steam & cooling balm.

Beard Trim \$40

Precision beard trim tailored to face shape. Clipper only.

Threading \$20

PACKAGES

Full Care Package \$135

Adam Full Service haircut plus your choice of wet shave or bespoke beard reshape.

Director's Cut \$170

ADAM's premium full experience — hair, beard service, facial & massage. Leave feeling completely rejuvenated.

TREATMENTS

Adam Facial \$55

Deep cleanse to remove excess oil, hydrate the skin and finish with a relaxing massage.

Complimentary on every visit:

Turkish Coffee · Japanese Whisky · Beer



OWN PRODUCT RANGE

A SECOND REVENUE STREAM IN EVERY ATELIER.

ADAM's bespoke grooming collection — developed around natural botanicals and signature scents — converts service clients into retail customers, adding meaningful incremental revenue per sq ft.

HAIR STYLING

SKINCARE

BEARD CARE

SHAVING

HAIR TONIC

FRAGRANCE

WHY ADAM FOR LANDLORDS

FIVE REASONS TO PARTNER WITH ADAM

01

DESTINATION-QUALITY DESIGN

Every atelier is a bespoke fit-out that elevates the properties it occupies. A genuine amenity — not just a tenancy.

02

HIGH-FREQUENCY REPEAT TRADE

Men visit every 3–4 weeks. ADAM drives consistent, predictable footfall to your estate — week after week, year-round.

03

PREMIUM SPEND PROFILE

Average ticket of \$75. Clientele are professional, time-conscious, and loyal. Spending profile matches the most premium mixed-use destinations.

04

CORPORATE B2B PARTNERSHIPS

ADAM builds direct relationships with office tenants, residential communities, and hotels — delivering a captive, recurring client base from day one.

05

PROVEN US UNIT ECONOMICS

\$1.3m revenue and 25% EBITDA at Brookfield Place demonstrates the model works in North America. Zero failed locations across the estate.



SITE REQUIREMENTS

WHAT WE LOOK FOR

SIZE

700–1,500 sq ft

CAPACITY

6–10 chairs

FRONTAGE

Prominent, visible entrance

LOCATION TYPE

Premium mixed-use, office, hotel

CATCHMENT

Corporate professionals, office tenants & residents

FIT-OUT

Bespoke ADAM design. Landlord contribution welcomed.

SELECT LANDLORD PARTNERS

TRUSTED ACROSS LONDON'S
MOST PRESTIGIOUS ESTATES

HARRODS ESTATES

KNIGHTSBRIDGE,
LONDON
FLAGSHIP SINCE 2020

CANARY WHARF GROUP

JUBILEE PLACE &
CROSSRAIL
PLACE, EAST LONDON

BROOKFIELD PROPERTIES

BROOKFIELD PLACE
NYC
US FLAGSHIP ·
MANHATTAN WEST IN
DISCUSSION

HILTON HOTELS

MIDTOWN HILTON, NYC
OPENING 2026

GROOMING **ADAM** ATELIER

LET'S TALK ABOUT A LOCATION

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