

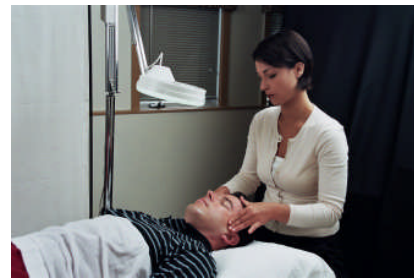


Manly Primping

By Kaitlin McGarry

Larry Paul of SHARPS wants you to know that guys need product too

- Where did your name come from?
I went to an exhibit at the Museum of Contemporary Art in Australia that was all about the Sharpies who were members of Australian street gangs in the '60s and '70s who were all about pulling it together and rock 'n' roll. Our company has the same interests, and it was a name for us to build language around.
- Language?
I grew up in Southern California on a skateboard in the '80s, so it isn't exactly proper English. We want our labels to educate the customer; as well as, crack jokes that will make our customers comfortable.
- Who are they?
Regular guys who get glassy-eyed and freak out when confronted with a wall pf products. We use images to represent each category, so they can walk in and say they want the goat stuff or hair gel with the astronaut on it.
- How would you answer a guy who says, "I'm a dude, I don't need products?"



If you shower you need something

- Go-to Products?
"Kid Glove Oil-Free Pre-Shave Stick." It looks like a mini-deodorant and is meant to be used before shaving cream, but if you can use it alone and it's a solid so it will never get messy. It will be in stores early April.
- Where did you take Grooming 101?
I went from being the director of retail merchandising at Bliss to Atlas Barber School in East Village. It was a down-and-dirty, hands-on experience. I learned how to carve a nice 'fro and cut a real nice fade.

Where to Buy

- SHARPS products are available at American Male, 37 South 16th St., 2nd Floor, Philadelphia. For more information call 215-496-0229.



a full service salon for guys