



**Maintenance, Man** When you want to look better, it helps to go someplace that already looks pretty damn good  
*By Jon Roth*

**We all need** a little upkeep now and then. But the places we go to get it (the dandified barbershop, the sterile dentist's office, the patchouli-choked yoga studio) don't always deliver an experience to match the service. Good news: There's a crop of businesses that understand that the look and feel of an establishment actually matters to guys—especially when they're entering psychological minefields like the spa. Here, some of our favorite new spaces that make "self-care" seem a whole lot cooler.

Sposito, a next-gen barbershop in Greenpoint, is a far cry from "period appropriate" shops of the past. (Just ask Jagger.)

**New York**

**The Barbershop's Third Wave**

The first barbershop renaissance kicked up about ten years ago, when guys got into supertight fades, luxuriant beards, and the odd handlebar mustache. But you can lean a little too hard into that old-timey tonsorial vibe (cue Frank Sinatra, taxi-dermy, said handlebar mustaches). Which is why we're excited about the third wave: a trio of recently opened joints with a much fresher look. In Manhattan proper, there's **Mildred:** Founded by Blind Barber alumni Rob McMillen and Eric Holmes (they named the place after their grandmothers), it's got whitewashed brick walls, a Smeg beer fridge in the back, and a hookup with downtown workwear label Peels (which set up shop in the basement). "We wanted to build

a barbershop that felt less faux classic, more clean and welcoming," McMillen says of the space. In Brooklyn's Greenpoint, **Sposito** brings strong West Coast vibes courtesy of owner (and former Fellow Barber head barber) Mike Sposito. The workstations are blond wood, the chairs look like Eames creations, and the bar setup is good, but the art books (Slim Aarons, Mario Testino) are better. A little farther south, in Williamsburg, **No Club Barbershop** completes the trio with a Cali-meets-Japan aesthetic (think Kuumba incense, vintage biker-flick posters, and a Snow Peak camp table). Garrett Pike, who cofounded No Club with Masako Matsuo and Nicholas Armas, says, "No Club for us means that any type of person is welcome here."

Did we mention the haircuts? They're excellent across the board. These places are way more than Instagram bait. [mildrednewyork.com](http://mildrednewyork.com); [sposito.nyc](http://sposito.nyc); [noclubbarbershop.com](http://noclubbarbershop.com)

**The Dentist with Design Sense**

It's the rare man (or masochist) who enjoys a trip to the dentist. Dr. Jennifer Plotnick, founder of **Grand Street Dental**, is out to change that. The native New Yorker opened her practice in Williamsburg last year with enough social-media



buzz and design-world connections to warrant a wait list. It's worth it for the Herman Miller couches, herringbone floors, and contemporary art. (There's work by Kaws, and Plotnick's husband, still-life photographer Kent Rogowski.) Even better? Finding a dentist who actually cares about making you comfortable. [grandstreetdental.com](http://grandstreetdental.com)

**The No-Frills Facial**

Most facials take place in a space-age clinician's office or an Enya-tracked spa. With four Manhattan locations, **Heyday** splits the difference with a sleek, low-key design scheme, curtained-off treatment spaces, and an apothecary-style storefront. It even offers a 30-minute treatment—perfect for nine-to-fivers who could use an overhaul on their lunch break. [thinkheyday.com](http://thinkheyday.com)

**L.A.**

**The Yoga Studio with a Beat**

In a city with a whole lot of yoga studios, there's only one like **Playlist**, which combines a solid vinyasa-flow practice with DJ-curated tunes ranging from Eminem to the Rolling Stones. Founder Jordan Cohen (a former attorney and DJ himself) has said he aimed to "open up yoga to the people who wouldn't normally go," and the space throws off any New Age connotations: Matte black lockers are named after hip-hoppers (are you feeling more Jay-Z or A\$AP today?) and neon wall art makes for an upbeat space that should attract even yoga agnostics. [playlistyoga.com](http://playlistyoga.com)

Clockwise from top left: The No Club Barbershop storefront; words of wisdom from Playlist Yoga; a quiet corner of Silver Lake's the Now; the view from Heyday's Upper East Side location; and an art-filled exam room at Grand Street Dental.

**Chicago**

**The New Temple of Fitness**

We've all been to hotels where the gym is an afterthought. **Midtown Athletic Club** is a 575,000-square-foot gym where the hotel is a bonus. Located on Chicago's North Side, the club recently completed a \$75 million renovation that includes indoor and outdoor pools; 16 tennis courts; studios for yoga, Pilates, boxing, and CrossFit; two golf simulators; an NBA-sized basketball court. Oh, and a sauna, spa, and barbershop on the premises. Membership runs about \$200 a month, but hotel guests get all the same perks. Meaning you might come back from that business trip with some serious gains. [midtown.com/](http://midtown.com/)



**The Rustic Rubdown**

"**The Now** is very . . . now," one Angeleno told us recently, and this Silver Lake massage spot (with three other locations nearby) does check all the boxes of a certain social-media aesthetic: linen curtains, natural wood, cement floors, exposed beams, and a surplus of crystals and cacti. It could feel like too much, but when you're looking to work out some knots (try the Stretch treatment for athletes), it doesn't hurt to feel like you've taken a mini vacation to Tulum. [thenowmassage.com](http://thenowmassage.com)

