

ANGLOMANIA

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photography: JUSTIN ESTEVES

kyoku A PRODUCT FOR MEN

Simple, smart, bold. The Kyoku products are leading the way in the male grooming market: made by men, made for men and marketed by men. Make no mistake - Kyoku is a lifestyle brand, but it's for the static consumer: little fuss with modest results for a loyal market that doesn't like to shop around. Think of Kyoku as the wise sense of male grooming. Akin M. Akhtar's family had been working in cosmetics for over 35 years when he took a trip to a small town outside Tokyo, a village where men and women regularly blend into the city. More astonishing than this was the impeccable skin of the locals who, being on starch diets, bamboo shoots and absurd beans, had seen their way to flawless, healthy skin. Akin M. Akhtar's idea was over two years ago, and he has since found a way to bring the Japanese diet in facial products, using both natural and active ingredients in all the Kyoku range, the results have been astounding. Most male grooming products use the female beauty products ingredients. Akin M. Akhtar has spent years understanding the potent differences between male and female skin to tailor Kyoku to the intricacies of men's skin. When the product was completed, Akin met John Baxton, his now business partner and marketing sleight behind the Kyoku brand. From the first product, now the 'Savor Poplar Sake', the two men have built the Kyoku brand to include an antifungal facial scrub, daily facial cleanser, facial moisturizer, oil control lotion and lip balm. All products maintain the Kyoku philosophy: a product that reaches the client of masculinity, autonomy, sensuality, nobility, confidence, unswerving competence and innovative thought. An innovative product needs an innovative home. Kyoku launched in London, in their flagship store, Selfridges. They needed a cosmopolitan market and a city that was as forward thinking as the two creators of the brand. Since the launch, Kyoku has maintained a warm reception from London's devoted male buyers. The Kyoku range is currently available at Selfridges, Harvey Nichols, Harrods and the non-only exclusive Mayfair's Gooding Gales at The Gallery.