



Fawcett Times



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WWW.CAPTAINFAWCETT.COM

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A 'SMILEY, MENTAL, BEARDED, COCKNEY VICTORIAN'...



Welcome to the exquisitely eccentric imagination of Mike McCarthy.

A Concept Artist and Illustrator, Mike's worked mainly in the games industry for 22 years, notably on the BAFTA winning 'Fable' titles for Lionhead Studios. Originally from Battersea in London, he now lives on England's south coast with his wife Jackie and 3 cats. As Senior Concept Artist at the wondrous Studio Gobo in Hove, he recently completed work on 'Hogwarts Legacy', an immersive, open-world action RPG based in the Harry Potter universe. The game takes players back to 1800s Hogwarts, where an ancient secret threatens to tear the wizarding world apart. Gadzooks!

Readers of Captain Fawcett's *The Quintessential Grooming Guide for the Modern Gentleman* may well recognise Mike's distinctive style! Mike's been described as a 'smiley, mental, bearded, cockney Victorian' by Chinese Room Art Director John McCormack who also called his work 'Stunning. Original. Genre-defining. Prolific. Eccentric. Hilarious. Imaginative. Inventive. Grotesque. Charismatic. Fantastical. Adaptable. Inspirational. Beautiful.' Hear, hear!

Captain Fawcett is absolutely delighted to have his fine illustration gracing the cover of the *Fawcett Times*. Now Mike just happens to be most honourable Membership Secretary of The British Beard Club. And that's how his association with a certain Captain Fawcett began...

How did you meet Captain Fawcett?

I was enlisted to draw the contestants at a British Beard Club competition and there he was, surrounded by exotic oils and splendid fragrances. It was immediately apparent this was someone of import!

How did you get involved with The British Beard Club? (Mike created the superbly hirsute poster artwork for The British Beard and Moustache Championships 2012.)

I've had a beard since my mid-20s and about 12 years ago at a beer festival, a friend introduced these rather dapper, impressively bearded geezers, led by a lovely guy named David Dade. They shared my passion for fine ales and the Victorian/Edwardian aesthetic so I joined straight away! Now I'm the Membership Secretary. I dearly wish I could grow a longer beard, I have very curly hair so my beard tends to get thicker but not achieve much length. I have to keep it trimmed or look like I'm peering through a hedge!

How amusing! So what are your top beard/moustache tips?

A nice trim and tidy up does wonders for the feel of your beard. A good quality beard oil softens and gives it a healthy shine, and of course makes it smell great! Personally I favour Captain Fawcett's *Maharajah* and *Booze & Baccy* ranges. Both have a lovely deep, musky quality. Delicious.

You're brilliant at creating beards and facial hair! Do you have a favourite era?

I love drawing beards and moustaches as they add such character to a person's identity - though this may come from deep beard envy of some of my tremendously hirsute friends! Art and style-wise, anything extravagant gets my vote. Vikings and Victorians had it all!

What is a concept artist?

Concept work is like a cross between illustration and design. It's a great job... we get to visualise all the ideas thrown back and forth during the creation process of a game, film or animation etc. Characters, creatures, environments, props, every element of the scene will have been through a conceptual stage. Mostly it's disposable, just there to inform the next stage of the process. The pieces most people consider 'concept art' are more like finished 'key art' pieces. Working concept art is far less polished. It's vitally important, but not an end in itself. Our job is to say "what if?" and try to open up every possibility for a distinctive, exciting visual experience. It's fun!

The world of Captain Fawcett evolved from Richie's original vision. How do you ensure alignment when heading a team of diverse artists and creatives?

The most important thing is, whether the world you create is realistic or highly stylised, it must be consistent and believable. A strong initial idea of style and tone is essential to create a workable shared vision. If you're lucky, a couple of the lead artists will have a good overall idea of where you're all heading. That's not to say that the vision won't evolve and change during the journey because a creative team will always give you more than you ask for, and throw fantastic, unexpected ideas into the mix. As long as you all share the overall vision and the goal's clear to the whole team, you'll end up with something strong and immersive. Like Captain Fawcett in fact.

What would you say sets you apart from other concept artists?

Oof! That's tough! Perhaps my work has a certain quirkiness to it. Certainly stylistically it's more sketchy, more line-heavy than a lot of concept art out there. I aspire to be more skilled in producing nicely finished painted images, but the only work of my own that I really like is the very sketchy, gestural stuff. I guess every artist is far too self critical to have a true view of their own work, but I think that's a healthy thing.

How do you keep coming up with original ideas?

Inspiration is everywhere, isn't it? Stuff you see around you, books you read, music you hear, conversations you have, it all drip feeds into your imagination. It's certainly one of the things I love about working on-site in a game studio rather than alone at home - the interaction and exchange of ideas, the glimpses of work going on around you, it's all extremely inspiring.

What are the tools of the trade?

Bic bios, blue and brown animators' pencils, 6B sketching pencils, a stack of printer paper, a scanner and a Cintiq. And plenty of tea and biscuits. ('Hear, hear!' - the Right Hand Man!)

What software do you use?

Photoshop and Corel Painter. For 3D work I used to use 3DS Max. Now I'm learning a package called Blender. I also enjoy sculpting in ZBrush, something that I dip in and out of so have to refresh my knowledge! We're always learning.

Who are your artistic influences?

Ooh lots of people... I particularly love the work of Iain McCaig, Clare Wendling, Piotr Jablonski, Mucha, Schiele, Hans Holbein, Klimt, Bernie Wrightson, Charles Dana Gibson, Brian Froud, William Nicholson, Mercer Meyer, Quentin Blake, Waterhouse, Millais, Rodin, Rockwell, Leyendecker, Singer Sargent, Arthur Rackham, Maurice Sendak, Edward Gorey... so many more!

Are you into Steampunk?

I like the aesthetic, but enjoy it most when it's an undercurrent to a world rather than the main theme. A slightly wonky, darkly off kilter feel with the quiet tick of clockwork in the background intrigues me more than a full on fantasy.

Characters, creatures, props or environments - which do you prefer?

Characters and Creatures, without a doubt.

Do you play computer games?

Very rarely to be honest! I occasionally play something at work, but the truth is I'm not very good at games. I spend more time reading and playing the guitar and ukulele. Really quite badly. Jackie, my wife, is much more at home on a games console than I am.

Have you been to Comicon?

I had the pleasure of going to Comicon in San Diego during the development of *Fable Legends*. Lionhead had a stand to let people play a pre release version, and they sat me on a wee table to draw pictures on request. The peer pressure of drawing at Comicon was unbelievable! People were very polite though, and the event itself was amazing. That much enthusiasm and engagement in one place was so great to see.

What's been your favourite game to work on?

Probably the most fun I had working on a game was back in the days of *Fable 2 & 3*, because of the sheer outlandishness of some of the creatures and characters. I'm never keen on seeing any of my own work once it's done, but that was certainly a lot of fun to work on. Though I'm very lucky, I've worked with fabulous artists and teams on every project. That's what makes it so enjoyable.

Did you always know this is what you wanted to do?

Not really, no. I knew I wanted to do SOMETHING creative, and knew I could draw pretty well, but beyond that I was a bit lost. I fell into games by accident through the good auspices of my friend Adam Shaikh, who was working on a game for Douglas Adams' Digital Village studio. They needed some concept art, I was lucky enough to be asked, and found I enjoyed it. That eventually became my first full time position in the industry.

How does an aspiring artist build an outstanding portfolio?

Just by doing the work, day in, day out. The important thing is to create something every day, however scrappy, and not just to concentrate on a few highly polished pieces. A portfolio should show the process, the thinking, how an artist plays and runs with an idea. Only over time will a portfolio show a nice variation and strong sense of the artist's style. The more work you do, the more fluid and fluent it will be.

Any other advice for a young artist?

Draw constantly. Carry a sketchbook, whether traditional or digital or both. Pull your inspiration from absolutely everything around you, not just online looking at ArtStation! Have fun!

What projects are you working on for yourself?

Obviously there's a great freedom in working on our own stories and worlds. It also has the charm of getting off screen. I draw digitally and freehand but enjoy sketching on paper the most. I have the great good fortune that my closest friend is the writer, poet and musician Tony Mayle. We always have ideas knocking back and forth between us. We've had various graphic novel projects in the wings for a while. One day they'll see the light of day!

Huzzah! We look forward to that fabulous day Mike!



CLASSIC MEDIUM HOLD WITH A GLOSS FINISH

Adds polish & definition to fine/medium hair. Versatile for a wide range of styles from *combed back to kiss curl to edgy undercut*.

CLAY MEDIUM HOLD WITH A MATT FINISH

Adds volume & texture with a matt finish. Medium hold for all hair thicknesses. Versatile for a wide range of styles where *volume* is required.

STRONG STRONG HOLD WITH A GLOSS FINISH

Adds shine & strong definition to medium/thick hair. Versatile for a wide range of styles from *quiff to pompadour*.



PUTTY STRONG HOLD WITH A SLICK FINISH

Adds subtle sheen & hold to medium/thick hair. Versatile for wide range of styles where a *strong* hold is required.

Interview with *Fawcett Times* Issue No.8 cover artist by Captain Fawcett's roving correspondent Cate McKay-Haynes.

MISSED ANY PREVIOUS EDITIONS? FEAR NOT DIGITAL VERSIONS CAN BE VIEWED ON THE CAPTAIN'S WEBSITE... HUZZAH!



CAPTAIN FAWCETT'S HAIR POMADE

CLASSIC / STRONG / PUTTY / CLAY

NOTHING ELSE COMES CLOSE!

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STUPENDOUS NEWS CHUMS!

This year BarbersRide is heading across the sea to Ireland. This summer we shall ride a rip-roaringly beautiful circuit around the magical Emerald Isle, kicking off from Malahide and all the way back to Dublin, via L'Derry, Galway, Tralee and Wexford. This truly is a road trip like no other, full of the daring and camaraderie only a motorcycling adventure can promise.

BARBERSRIDE



The mission for 2023: to raise over £25,000 for *Make-A-Wish*, which makes dreams come true for seriously ill children and their families. BarbersRide is also about raising as much awareness as possible for the charity's magnificent work, all while giving riders an unbeatable sense of fellowship and memories to last a lifetime.

Established in 2017, BarbersRide has so far raised a grand total of £110,000 for children's charities. Along the route prestigious barbershops host marvellous evening events, giving everyone on the road the chance to relax, celebrate and fundraise with some of the Ireland's most in-demand barbers.

2022 was the biggest year yet, raising over £26,000 - *Huzzah!* Riders took to the road on an epic 800 mile journey across Southern England, from Weston-super-Mare to Margate. With 5 days riding in record-breaking heat, much of the route was off the beaten track on roads many of the riders never knew existed. From skidding over gravel strewn single tracks to holding the line on savage switchbacks and swooping round gloriously smooth racetrack bends, there was glory in every moment.

In 2023 BarbersRide kicks off on 5TH August with the finale on 10th August. All with one goal: to have as much fun as possible whilst raising funds for *Make-A-Wish*.

All for one, and one for all!



**5TH-10TH AUGUST 2023
 ARE YOU RIDING?
 IF NOT... BOOK NOW!
 WWW.BARBERSRIDE.COM**

There's nothing like that moment when the bikes fire up in unison for the first time, a soul stirring barrage of mechanical mayhem that shatters the silence and sends a ripple of tremors through the tarmac. Amidst a fanfare of two-tone thumb-struck trumpets, they roll out one by one, and thus begins another amazing adventure...

Justin Hayzelden, Motorcycle Journalist

We are hugely grateful to BarbersRide and all those who have supported their brilliantly unique way of fundraising for *Make-A-Wish* over the years. Any money they raise will help us with our ambitious mission to light up the lives of every child in the UK who has a critical condition... it can't be underestimated how powerful a wish can be in bringing light and joy to those children, as well as their loved ones, creating positive moments and cherished memories that have a lasting impact on all their lives.

Jason Suckley, Make-A-Wish Chief Executive

'I had that familiar conviction that life was beginning over again with the summer.' – F. Scott Fitzgerald, *The Great Gatsby*

THE SEASON OF SUNSHINE IS AT LAST UPON US! THUS I PRESENT A PERSONAL A-Z OF SUMMER DELIGHT. TO BE READ IN THE SHADE WITH A GLASS OF SOMETHING TOO COOL FOR SCHOOL.

CAPTAIN FAWCETT'S SUMMER ALPHABET



A IS FOR AUSTRALIA.

Prefer snow sports? It's already winter in Australia.

B IS FOR BOATER.

Also known as a sennit, katie, basher or skimmer. Do you play the banjo for a Dixieland jazz trio? Are you in a barbershop quartet? A Harrow schoolboy? Member of the Princeton University band? Are you Maurice Chevalier? Do you attend St Trinian's? Are you anywhere near a boat? No? Then take it off at once sir!

C IS FOR CAMPING. ALSO CHAMPAGNE.

Camping is intense. Avoid resting pitch face by ensuring one's butler has the champagne on ice at all times.

D IS FOR DAY DREAM.

'Tis the season for dawdling, day dreaming and taking a dander on the prom. Tiddly om pom pom.

E IS FOR ETON MESS.

As Nanny says, some were brought up at Eton, others were eaten and brought up. Either way, stiff peaks are essential or your meringue will be a mess.

F IS FOR FESTIVAL.

If you enjoy wet wipes, trench-foot, glitter up the wazoo and dodging bottles of unmentionable fluids flung by teenagers on horse tranquilisers, go right ahead.

G IS FOR GOLF.

One can tell a lot about a chap by the way he plays his balls. Remember, a golfing gentleman always wears two pairs of trousers in case he gets a hole in one.

H IS FOR HEAVENLY.

'Riding a Triumph motorcycle in an open face helmet on summer days through the British countryside is just heavenly! The speed, the control, the thrum (oh, the thrum!) but also the combination of sunshine, flowers and williwaw!' Rufus Hound waxes lyrical about Triumphant Eau De Parfum. Summer in a bottle.

I IS FOR INFLATABLE.

There she blows! Only mother could tour the Lakes aboard a giant inflatable moustache.

J FOR JULEP.

The taste of a summer's evening - smoky, herbaceous, steeped in tender mint - the crack of crushed ice as bourbon slips between. Signature tippie of the Kentucky Derby. Serve in a frosted silver cup. Chin chin.

K IS FOR KNICKERBOCKER GLORY.

Treat your inner child! Nothing hits the spot like this heavenly ice-cream confection. Retro, joyous, best eaten in a seaside café or, like Harry Potter, at the zoo. Truly one's Sundae Best.

L IS FOR LINEN.

Look at Leopold! He's lounging on the lawn in linen, lithe limbs a lazy shade of lobster.

M IS FOR MELTING.

'What dreadful hot weather we have. It keeps one in a continual state of inelegance.' So wrote Jane Austen. On the other hand, Olaf the snowman believes *'Some friends are worth melting for.'* Summer you win, summer you lose!

N IS FOR NO NECKTIE.

Loosen up and dress down. When going tie-less, forget the formal suit or risk looking like a wedding guest who started on the Strongbow at breakfast.

O IS FOR OUTSIDE.

Location for all British summertime occasions no matter how foul the weather. *Keeping A Stiff Upper Lip* Regardless*.

P IS FOR PICNIC.

Keep it simple. Just a bottle of Taittinger chilling in the river, retrieved with one's toe. Guests? I suggest Trench, Sylvia Trench. And a soft top Bentley Mark IV. Do be careful 007. *(Name that film!)*

Q IS FOR QUAILS' EGGS.

Lightly boiled. 2 mins. Watercress. Lemon juice. Dill. Tarragon. Crystals of sea salt, fragrant black pepper, freshly ground. Piquant, mustardy, tangy. Quintessential summer salad.

R IS FOR FOR RAZOR.

Should your skin be liable to tan, consider the timing of your shave. Removing a luxurious beard at the end of summer may well result in an intriguing two-tone appearance.

S IS FOR SUNBURN.

Remember the days of dousing yourself in baby oil and frying to a crisp? Lord what fools we were! Indeed, on the very hottest of days, even sunscreen may not be protection enough. Cover up! Wear a hat! Use a parasol! Lie down in a shady room with an Eau De Cologne soaked handkerchief held to one's fevered brow. Emerge at twilight, cool, calm and ready for sundowners. Most civilised.

T IS FOR TENNIS.

Beware. The summer I courted Veronica Twistleton-Pimms, not only was her best stroke somewhat underhand, it became clear love means nothing to a tennis player.

Souvenir of past adventures, the promise of destinations yet to be explored and a joyfully romantic expression of graphic design, Captain Fawcett is rather partial to collecting vintage travel posters. To Shanghai and beyond!

U IS FOR UKULELE.

In an amendment to point 'B', boater wearing is permitted if one happens to be Fawcett Ambassador Thomas Benjamin Wild Esq. leading a ukulele sing-along aboard a paddle steamer. A gentleman and a scholar. *Huzzah!*

V IS FOR VENOMOUS.

Fortunately, visitors to England will encounter few poisonous creatures. Unless one meets Aunt Horatia smoking menthol cigarettes in the boot room. Never feed her after midnight.

W IS FOR WANDERLUST.

Wanderlust is a lust for wandering. Frankly, if you couldn't work that out, it's better to stay safely at home. However, if the open road is calling, I suggest investing in a Captain Fawcett Limited Edition Portamuss knapsack. For a lifetime of adventure. *Onwards!*

X IS FOR XENOPHILE.

One attracted to cultures, customs and manners which are not one's own. See the Right Hand Man's extraordinary array of hats.

Y IS FOR YAHOO!

Expression of a surge of delight accompanying the arrival of the long vac or summer hols. As in *'Yahoo! Down with Skool!'* An acceptable seasonal alternative to Captain Fawcett's preferred *Huzzah!*

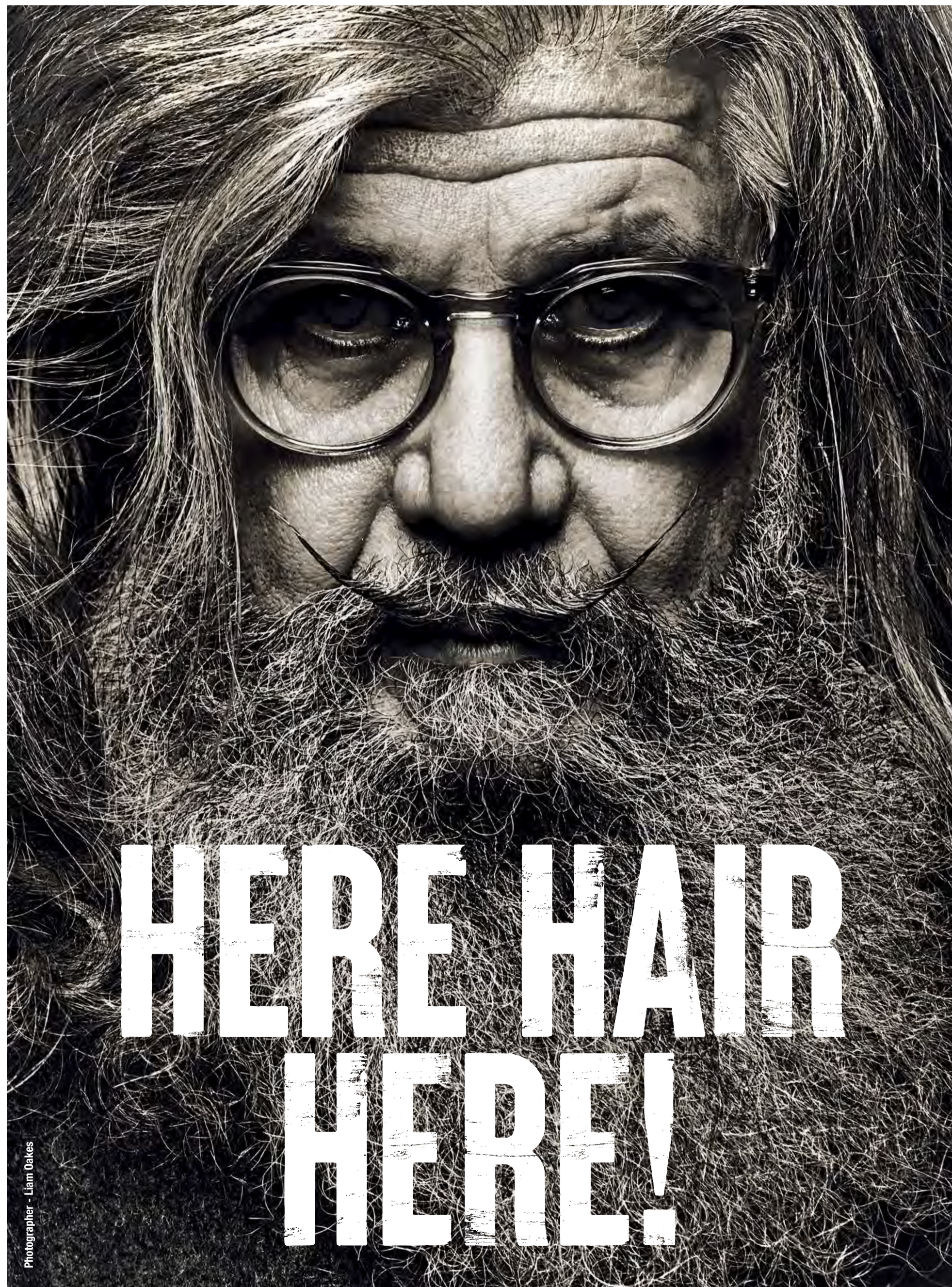
Z IS FOR ZEPHYR.

The gentle west wind. Alarming, also known as the fructifying wind. If you crave a waft of fruity air, Uncle Ambrose is happy to oblige. I blame the kippers.

Words by resident lexicographer Cate McKay-Haynes

PROUDLY SUPPORTING
 Make-A-Wish IRELAND Make-A-Wish UNITED KINGDOM





Photographer - Liam Oakes

Right: The very naughty Ricki Hall features on the first of Hair Couture's Exceptional Gentlemen poster series.

RENOWNED ACROSS THE GLOBE FOR PRODUCING SOME OF THE WORLD'S FINEST BEARD & MOUSTACHE ESSENTIALS, CAPTAIN FAWCETT IS PROUD TO PRESENT **HAIR COUTURE**. COMPANY FOUNDER, RICHIE FINNEY, AKA THE RIGHT HAND MAN, SPILLS THE TEA ON CAPTAIN FAWCETT'S FULL HAIR CARE RANGE...

WHEN DID CAPTAIN FAWCETT'S HAIR COUTURE COLLECTION LAUNCH?

Back in 2016 we developed *Beer'd Shampoo*, a cleansing, nourishing formula inspired by the Captain's preferred IPA, a fine ale which also happens to be renowned for giving hair a lustrous shine! We were delighted to win the Pure Beauty Awards 2017 'Best New Male Hair Product' Bronze Award and moved forward from there. Some 6 or 7 years later, the range has expanded to include all manner of hair care products, and so Captain Fawcett's *Hair Couture* describes the whole hair care collection. With more to come!

DOES HAIR COUTURE INCLUDE BOTH HAIR CARE AND HAIR STYLING ESSENTIALS?

Certainly! Captain Fawcett has a deep interest in historic barbering traditions. Indeed, at the very heart of Fawcett HQ is *Captain Fawcett's Marvellous Barbershop Museum*, full of antique treasures with extraordinary tales to tell. When it comes to the products, however, the emphasis is about refining time-honoured practice with the very best of contemporary quality.

As such, we developed Captain Fawcett's *Expedition Reserve Hair Tonic* and *Hair Oil* which are luxurious conditioning treatments. *Sea Salt Spray* and *Shampoos*, all of which are constantly in demand. A *Hair Conditioner* and new styling *Hair Powder* will soon be joining them. And for hair styling, the new *Patent Pomades* were created in response to phenomenal demand from barbers. They are available as *Classic*, *Putty*, *Clay* and *Strong hold*. The Pomades really have taken Captain Fawcett's hair care range to another level. In fact, the *Putty Pomade* was selected as a finalist in the *Pure Beauty Global Awards 2023*. However proud one is of one's own products, it is always a hugely exciting to be recognised by highly esteemed independent judges as ranking among the very best in the global beauty industry. Really wonderful.

HAS THE SUCCESS OF ANY PRODUCT SURPRISED YOU?

Well naturally, we endeavour to listen to the needs of our customers at all times, particularly highly respected barbers who are the cornerstone of any self-respecting gentleman's grooming business. Hence the creation of the *Pomades*. However, personally, I have naturally somewhat wild hair - my perpetual battle is to wrest some kind of control! So it's been an unexpected pleasure to see the *Sea Salt Spray* really fly off the shelves. It's enormously versatile. As well as a finishing product, separating strands to give a casual beach life look, it also adds lift and volume. This acts as a foundation for all kinds of other styles, as such, *Sea Salt Spray* has become a must-have for many barbers and hairdressers.

WHAT'S YOUR INVOLVEMENT WITH THE FELLOWSHIP FOR BRITISH HAIRDRESSING?

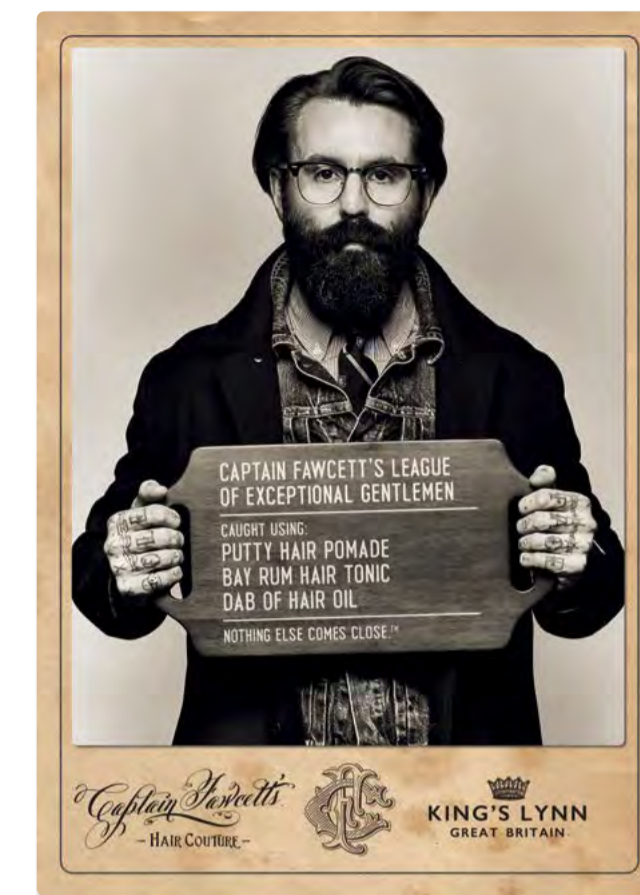
This is tremendously exciting. We're delighted to support 'Project Men', a brilliant hairdressers' mentoring programme, led by *Wahl's Global Artistic Director Simon Shaw*. So along with *Wahl* and *Matakki Scissors*, Captain Fawcett has teamed up with *The Fellowship for British Hairdressing*. We're supplying the wet products, so as Project members extend their knowledge and skills in all things men's hair and barbering, they experience how the products work in practice. As well as becoming aware of everything *Captain Fawcett's Hair Couture* range has to offer, their feedback is incredibly useful to us when refining and developing the Captain Fawcett collection.

WHO ARE CAPTAIN FAWCETT'S LEAGUE OF EXCEPTIONAL GENTLEMEN?

As part of our new 'Hair Couture' campaign, we designed a series of collectible cards. Each features an *Exceptional Gentleman*, with product suggestions to help create his look. They're inspired by Victorian Cabinet Cards. In 1863, when one had to visit a professional photographer for a portrait, Windsor & Bridge, a London studio, invented a process to make larger photographic prints. They doubled as marketing tools, mounted on stiff card with the photographer's details printed below the image. Portraits were no longer the preserve of the wealthy, who could afford the time and funds to sit for paintings. Now it was possible to have a photograph at home, proudly displayed them in one's parlour cabinet for visitors to admire over tea and a delicious slice of Victoria sponge! They were hugely popular. Then in 1900, Kodak launched the Box Brownie camera and amateur snapshots became part of everyday life, the precursor of today's ubiquitous selfies. Contrary to the reputation for Victorians being starched and stuffy, Cabinet Cards frequently captured people fooling around with crazy props and silly outfits, full of visual jokes. Hence the mugshot of Ricki Hall, notorious ring-leader of Captain Fawcett's League of Exceptional Gentleman - all caught red handed using the Captain's range of hair products!

OK, NOW WE WON'T TELL A SOUL IF YOU LET US INTO A SECRET... WHAT'S YOUR OWN HERO PRODUCT?

Right now I'm really delighted with Captain Fawcett's new *Patent Pomades*. All four are extremely versatile, very effective and the fragrance is absolutely fabulous. Subtle enough not to overpower yet leaving a lingering elegance in the air as a gentleman passes! Plus the canisters are not only mighty handsome, as barbers have appreciated, they're also incredibly barber friendly to use, easy to grip and very large so, crucially, you really get your money's worth. As internationally renowned barber Sid Sottung said 'they're bloody brilliant!' And of course I'll always have great affection for the Moustache Wax. Captain Fawcett's OG, as it were!



TELL US ABOUT THE NEWEST PATENT POMADE, THE STRONG HOLD.

Creating the very best quality products takes time and phenomenal hard work, often over many months, sometimes years! You have to be prepared to keep refining and improving. So we launched the hotly anticipated *Strong Hold Pomade* when we were confident the formula was just right. And it joined the *Classic*, *Clay* and *Putty* in April. *Huzzah!* Created for highly sculpted definition with a brilliant gloss finish, it's just the ticket for creating a range of highly polished styles from a bad boy quiff to magnificent straight up pompadour. Ideal for KEEPING A STIFF UPPER QUIFF REGARDLESS!

ANYTHING NEW TO LOOK FORWARD TO?

Yes indeed! In the pipeline we have the *Expedition Reserve Hair Conditioner*, to complement the *Shampoo*, and a brand new styling *Hair Powder*. We are also extending the popular *Alessandro Manfredini* range. Currently we have an award-winning *Eau De Parfum* (Silver Award for 'Best New Niche Fragrance' 2021 Pure Beauty Awards), which will be joined by complementary products for layering fragrance. And fans of *Nebula* will have picked up the scoop that Grammy Award winning rock star *John Petrucci* spent a fantastic day at Fawcett HQ when he was in the UK. We may have discussed the notion of an *Eau De Parfum*... watch this space!



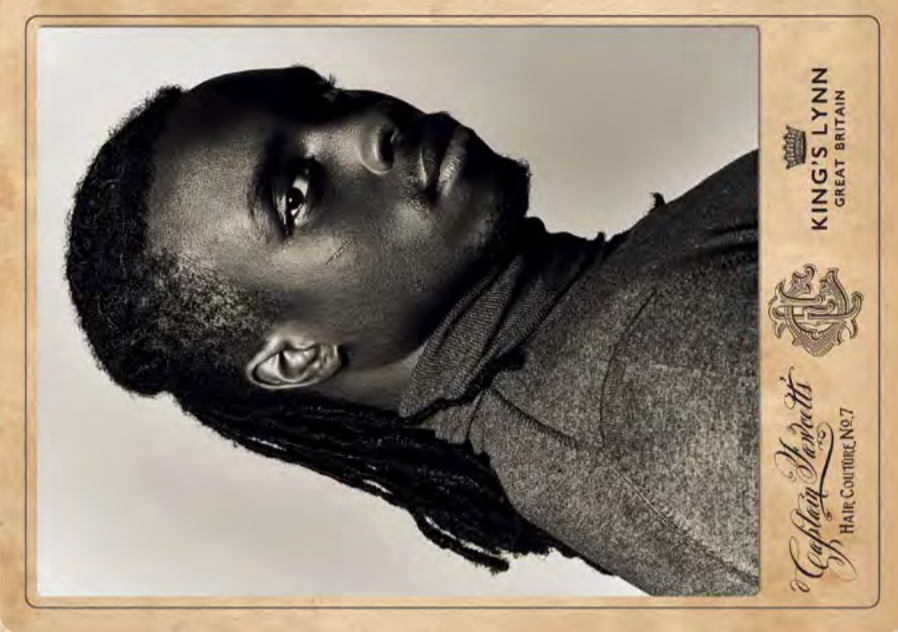
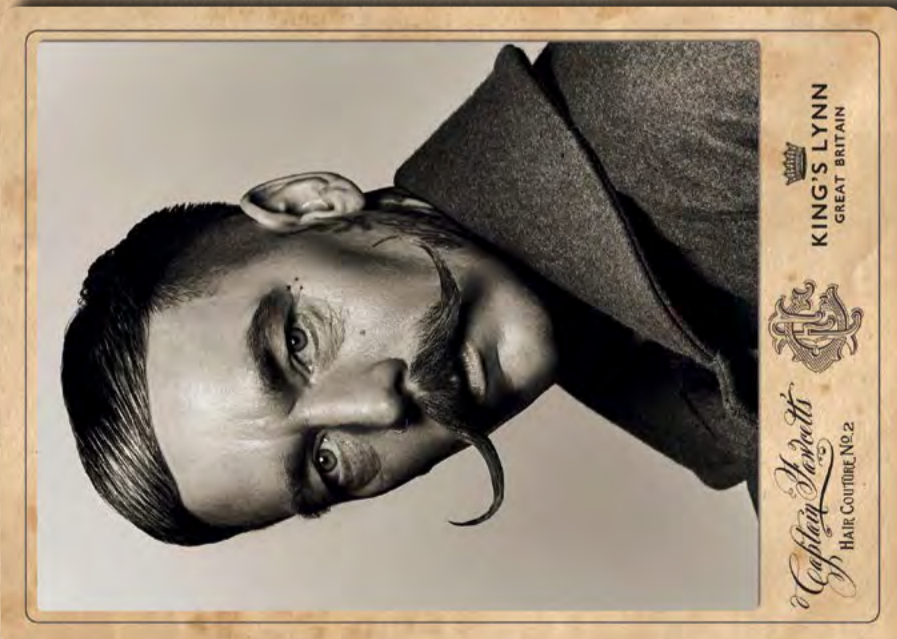
NOW TURN OVER... CAPTAIN FAWCETT IS THE NEW POKEMON!

Collect all 10! Every order from *Captain Fawcett's Hair Couture* range will be despatched with one of 10 highly collectible *Hair Couture* cards. Each features a splendidly dashing fellow with suggestions to help achieve his style. *Look magnificent!*

'NOTHING ELSE COMES CLOSE™' (See overleaf.)

CAMPAIGN CREDITS:
 Director - *Richie Finney*
 Production Coordinator - *Katie Vial*
 Photographer - *Liam Oakes*
 BTS & Social - *Bryony Grainger*
 Hair - *Sid Sottung*
 Make-Up - *Maria Gomez*
 Stylist - *Rosie Farnworth*
 Location - *The Barber House, Birmingham*

MODELS:
Mac Alonge
Russell Bristow
Connor Calder
Ricki Hall
Pang Liu
Mo Locke
Awais Rashid
Viraj Singh
Matt Spracklen
Rob Walton



'NOTHING ELSE COMES CLOSE'TM

MADE IN GREAT BRITAIN

WWW.CAPTAINFAWCETT.COM

CAPTAIN FAWCETT'S BARBERSHOP MUSEUM

A Brush with History!

FOR OVER 300 YEARS THIS TRUSTY TOOL HAS BEEN A SHAVING KIT ESSENTIAL

CAPTAIN FAWCETT'S *Marvellous Barbershop Museum* is simply bristling with a ginormous collection of vintage Shaving Brushes.

Many are practical, no-nonsense tools, others are precious pieces of art, gracefully designed objects expressing a perfect harmony of form and function. Displayed in beautifully restored antique cabinets, many of the brushes are worn out, having faithfully performed their duty. And therein lies the true value of these everyday artefacts. For through these familiar objects those who came before us tell their stories.

Some reveal noted moments in history, most suggest private moments we can only imagine. They recall the sanctuary of one's bathroom, where delectably fragranced shaving soap mingles luxuriously with steam rising from the basin as the mirror clouds and a chap leans

forward to inspect his reflection. Perchance his shave was leisurely, a savoured daily routine allowing calm contemplation in anticipation of an elegant evening. Or might it have been hurried? A flustered fellow rushing for the Monday morning tram, children banging on the door, one distracted nick and a scrambled cupboard rummage for the blasted alum bar! What dreams did the users of these brushes entertain as they went about their ablutions? What anxieties? For with these trusty brushes, bygone gentlemen prepared for weddings, funerals, job interviews, first dates, appearances in court. A judge, a villain, a doctor, a soldier, a beau steeling himself to propose, a tender father gently guiding his son to the threshold of manhood.

It may be these brushes were packed by one's valet in a smart shagreen dressing case, tucked in a battered trunk ready for an

intrepid expedition or chosen as gifts in swanky new department stores. And of course, they were used by skilled tonsorial artists in convivial barbershops, where a man was invited to sit, relax and share his troubles, discuss the game, talk about life or quietly nod off, all demands laid aside whilst enfolded by the care of this time-honoured, nurturing space.

Whilst handles were crafted by silversmiths or wood turners, the fan or cone shaped badger hair knots were made by female brush-makers, a lucrative niche for Victorian working women. Whether shaped from ox bone and ivory or, more recently, cast in plastic and resin, these shaving brushes are the tangible heritage of common people, characterising the social history of our near ancestors. And each is part of a singular life, telling the story of individuals lost in time. ✨



CAT.REF: CF_109.A23

Solid Silver Travel Shaving Badger Hair Brush, bottom unscrews and is transported in handle. Hallmarked 1902 Birmingham

At the dawn of the 20th century the Victorian fashion for bushy beards quickly waned and smooth chins once more saw the light of day. As such, a fine brush became an essential component of every smart Gentleman's Shaving Necessaire Kit. The handle of this slim silver antique, somewhat reminiscent of a lipstick, unscrews enabling the bristles to be transported safely protected in the handle. Nifty.

CAT.REF: CF_1045.B1

Ox Bone, Inlaid Mother of Pearl, Horse Bristle. India

This elegant shaving brush was crafted from sturdy, smooth Indian Ox Bone, delicately inlaid with tiny shimmering Mother of Pearl discs. Shaped rather like a champion chess piece, it holds a slim fan of horse hair bristles, a cheaper yet still effective alternative to badger hair.

CAT.REF: CF_892.D7

Ivory Handled Badger Hair Shaving Brush in Glass & Hallmarked Silver Case with Bone Lid. 1937 London

Artistic craft produced this handsome pre-war brush, yet it is also the bona fide historical relic of a deplorable, now illicit trade. Ivory antiques may no longer legally be traded. Such inherited objects provide a focus to face the less comfortable aspects of our history, for Museums are not mere entertainment but strive to educate and enlighten, debating the past as a service to the future.

CAT.REF: CF_091.Y6

'Never-Shed' Shaving Brush Wooden Handled Horse Bristle. 1940 USA

Both boar hair and horse hair have been popular among wet shavers and are generally less expensive than badger hair. Boar hair provides a stiffer shaving brush hair that softens with use. Horse hair is a softer option. One would wager the leaning angle of these bristles suggest ownership by a chap without a shaving brush stand!

CAT.REF: CF_519.J8

Dubl Duck Shaving Brush Pearl Duck Inc. 1950 USA.

This Boar Bristle Shaving Brush is set in red rubber, inside a hollow plastic handle. Pearl Duck was a barber supply company established by Charles Bresnick in Manhattan, prior to the Second World War. The history is somewhat obscure, but online investigations suggest the name was changed to Bresduck until a Mr Pearlson took over the company and renamed it Pearl Duck. *Absolutely quackers!*

CAT.REF: CF_091.65

Solid Set Shaving Brush Trademark Sterilized. 1950s USA

This robust little brush is marked 'Sterilized'. The importance of hygiene became paramount when non-disinfected brushes made of horse hair, used by British and American First World War soldiers, were found to be contaminated by spores of Anthrax, itself used as a weapon. Thus, some mid-twentieth century brushes are even stamped 'Anthrax-free'. So that's a relief.

CAT.REF: CF_552.D56

Geo. F. Trumper Super Badger I.B.6 Shaving Brush. Made in England, Mayfair.

'Geo. F. Trumper of Curzon St, Mayfair' was established in 1875. This rakish part of London was known as the 'Playground of Princes' home to fine bespoke tailors and the ultimate in luxurious gentlemen's grooming. 'IB' stands for Ivan Bersch, once owner of Trumper's, where barbers are selected as much for decorum and discretion as tonsorial skill. They are, after all, the 'Court Hairdresser'.

CAT.REF: CF_8512.H7

Semogue 750 Pure Badger Shaving Brush Excelsior Texugo Shaving Brush, hand made in Portugal.

This smart Pure Badger brush is the epitome of contemporary European styling. A subtle concave hexagonal solid acrylic handle with transparent two tone design, carries the unmistakable 'Excelsior' badge topped with a 'silver' collar. Founded in 1955, Semogue is a traditional family-owned Portuguese shaving brush manufacturer, remaining faithful to handcrafted production and operating from the very same building in which the company was born.

CAT.REF: CF_1897.27

Captain Fawcett's very own Super Badger Shaving Brush.

Captain Fawcett's traditional 'Super' badger imitation ivory shaving brush produces a luxuriant, rich and voluminous lather enabling the closest of wet shaves. Modelled upon the very same brush which accompanied him on many adventurous missions. Simply magnificent!

ATTENTION ALL VISITORS!

Discover a place of wondrous ideas & ingenious invention. *Captain Fawcett's Marvellous Barbershop Museum* is to be found within Captain Fawcett's Emporium. Visitors are advised to book your FREE tickets in advance via *TripAdvisor* whenever possible. With prior notice (48 hours), sandwiches, cream teas and refreshments can be served. How delightful!

Norfolk a little too far? Then visit Captain Fawcett's online Emporium and take an extraordinary immersive digital tour by means of the amazing 3D Matterport Map! Explore the real-life rooms of *Fawcett HQ* and *Marvellous Barbershop Museum* within the connecting spaces of a truly interactive 3D model world. Ain't technology wonderful, what?!

www.captainfawcett.com/pages/museum

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www.captainfawcett.com



AVAILABLE NOW!

AND NOW FOR SOMETHING...

COMPLETELY DIFFERENT!

CAPTAIN FAWCETT IS SIMPLY DELIGHTED TO INTRODUCE HIS BRAND NEW SYNTHETIC FIBRE SHAVING BRUSH

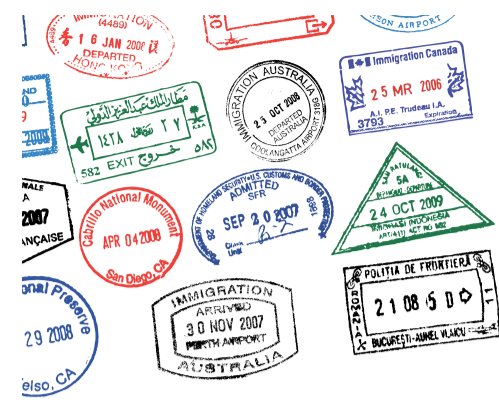
ABSOLUTELY 100% BADGER FRIENDLY!

IT GIVES CAPTAIN FAWCETT the greatest of pleasure to announce the arrival of his magnificently modern shaving brush! With faux ivory handle echoing the traditional style, this elegant evolution echoes all the superlative water retaining properties of natural badger hair whilst being entirely badger-free! Those fiendishly clever science bods in the back room have developed an extraordinary synthetic fibre, possessing both durability and the softest of tips, most beneficial to those with sensitive skin. A boon to hirsute gentlemen everywhere, including our old chum badger.

When used in conjunction with one of the Captain's delectable *shaving soaps*, these fine fibres will produce a most luxuriant, rich and voluminous lather enabling the closest of wet shaves. All badgers may stand at ease forever more.

Whizzah!





CAPT FAWCETT'S GREAT EXPEDITION

From Here to There & Back Again



Scan to follow the GREAT EXPEDITION

PART UNO SPAIN



On 7th May *Captain Fawcett's* trusty *Right Hand Man* set off on an extraordinary solo motorcycle road trip across Europe. Visiting barber chums to showcase the best of *British Gentleman's Grooming*, he'll be covering 16,000km across 24 countries. Back from riding spectacular twisties and the high mountain passes of Spain, it's time to catch up with our intrepid company Founder, *Richie Finney*, as he completes *Part One* of the *Great Expedition*...

ENORMOUS THANKS TO THE CAPTAIN'S MAGNIFICENT SPONSORS!



WHAT IS THE GREAT EXPEDITION?

Hola! It's an epic road trip on two wheels, covering 16,000km across 24 countries. The journey will be in 3 stages, and began with 10 days in Spain. I brought my gloriously decorated BMW motorcycle and travelled by boat from Portsmouth to Bilbao. Various events were planned with host barbershops. The idea is to enjoy reunions with old friends, meet new people and present the brand's products, but above all, it's been fantastic to share great moments on Spanish soil!

HOW CAN WE KEEP UP WITH YOU?!

Head to the *Explore* section on the Captain Fawcett website, or simply scan the QR code next to the Part One Map opposite.

You can tune into *Fawcett's Diary* for regular updates from the road and use the *Live Tracker* to keep tabs on the journey in real time! Host barbershops are marked on a specially designed map highlighting the route.

ARE YOU VENTURING FORTH ALONE?

I'm travelling solo, but in Spain had the invaluable assistance of Captain Fawcett's esteemed Spanish distributor *Juan* from *El Mirall Distribuciones*. Juan met me on a rainy morning in Bilbao and proved my *Sancho Panza* throughout!

WHAT IS THE GREAT EXPEDITION?

In truth, it's because of Cervantes! In Madrid I was delighted to see superb statues of my hero Don Quixote and his long suffering side kick Sancho Panza. It's remarkable that the name of the character has become an adjective, understood in so many languages. People who've never read the book know what it means to be Quixotic. Cervantes gave us a word which, across cultures, defines being true to one's dreams, however absurd they may seem! Perhaps the older we are, the more we yearn to connect with the dreams we had in youth. Travel is one such dream. I am delighted by the world's infinite capacity to enchant and surprise. And there are few places as wonderful as a barbershop. I seek out barbers the world over! Wherever you roam, the barbershops are safe, welcoming spaces for people from all walks of life. A stranger is invited to make himself comfortable, be looked after and leave feeling like a new man. To me, that's what Don Quixote reminds us of. We do what we do to fulfil our sense of self. And for friendship. There is nothing more precious.

A VERY SPECIAL GIFT

To celebrate what might just be the greatest road trip of all time, all purchases of two items or more from Captain Fawcett's Expedition Reserve Signature Series will be despatched with a *free* souvenir Great Expedition Sticker & Enamel Badge*. *Huzzah!*



*Whilst stocks last.

WHERE WAS YOUR FIRST STOP?

Juan took me to see *Dany* of *La Barberia del Norte*, who hosted the first night of the Great Expedition with cocktails and an array of bikes. I was made to feel very welcome - fabulous shop and lovely people! It was a brilliant start!

WERE THERE ANY STAND-OUT BARBERSHOPS?

The truth is that every single barbershop has been an absolute joy. From being rescued by the legendary *Tian* of *Tian Stil Home* to the magnificent *Brothers Barber Shop* and *Brothers Tattoo* who hosted a great party on the last night after a last minute change of plan! I'm hugely looking forward to meeting more of Europe's magnificent barbering community as the journey continues.

WHAT ARE YOUR HOPES FOR THE GREAT EXPEDITION AT A BUSINESS LEVEL?

I'm dropping into barbershops to cement friendships and meet new chums - barbers, customers and distributors alike. One never knows where such meetings will lead and what opportunities may arise! In my experience nothing beats building relationships in real life. And the excitement of showcasing Captain Fawcett never wavers!

By its very nature, the traditional barbershop experience is hands-on. As well as having a delightfully relaxing shave, beard trim or hair cut, the barbershop environment is all about having a chat, a laugh, a drink, a hug, a handshake. These tangible moments of connection are also at the heart of a business, the soul of honest trade.

AND ON A PERSONAL LEVEL?

I love the open road. The horizon has called me all my life. There is a fantastic Spanish phrase *'El momento para viajar es ahora'*, simply meaning *'The time to travel is now'*. As JRR Tolkien, wrote, *'the road goes forever on'*, only my time spent on it is finite. So this is, too, an inward journey. Why am I doing this? The simple answer is simply that at present I can... but tomorrow? Well, that's another day...

DID THE TRIP GO ACCORDING TO PLAN?

They never do! Challenges are all part of the adventure! I was in all sorts of trouble when my bike lost power on a sleepy Saturday afternoon 4.5 hours from Valencia. *Tian* of *Tian Stil Home* in Vinaros, who is a previous Barberside participant, was an absolute hero. Not only did he lend me a bike, I was also the guest of honour at his splendid *Bikers, Beers & Beards* seafront gathering in Alcossebre. I couldn't have wished for a more uplifting welcome following a very trying day. It is, after all, the particularly difficult times that tend to reveal the best of humanity and indeed, the very best of the Bike/Barber Brotherhood. Thanks to Tian, the show could go on! What a guy!

WHERE ARE YOU GOING NEXT?

For *Part Two*, all being well, I plan to visit *Amsterdam, Hamburg, Copenhagen, Malmo, Gothenburg, Oslo, Stockholm, Helsinki, Tallinn, Riga, Vilnius, Gdansk, Poznan, Berlin, Luxembourg and Antwerp*. Then in *Part Three* you'll find me somewhere in *Germany (Munich), Czech Republic, Hungary, Romania, Bulgaria, Serbia, Croatia, Slovenia, Italy, Switzerland and France (Paris)*. However, we all know what happens to the best laid plans of mice and Right Hand Men... so keep a keen eye on Captain Fawcett's website and social channels for all the latest details! Hope to see you along the road!



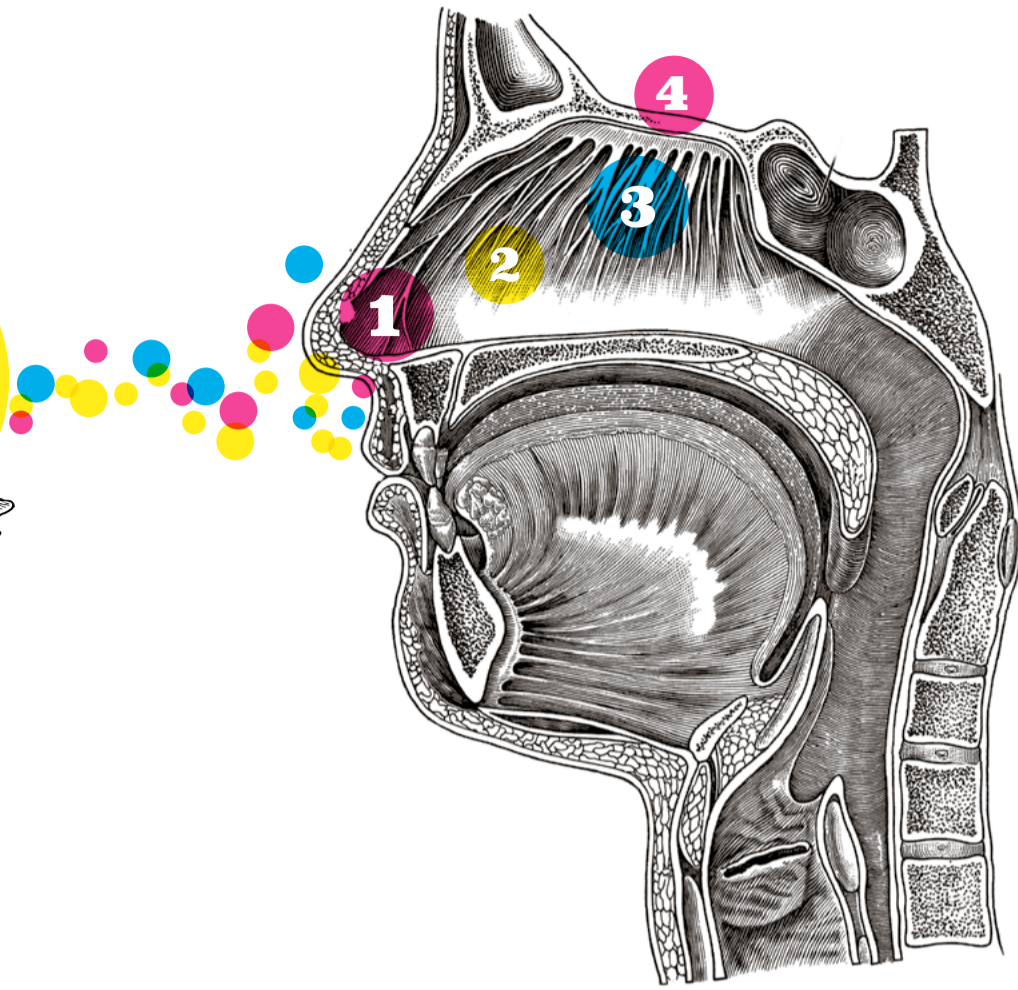
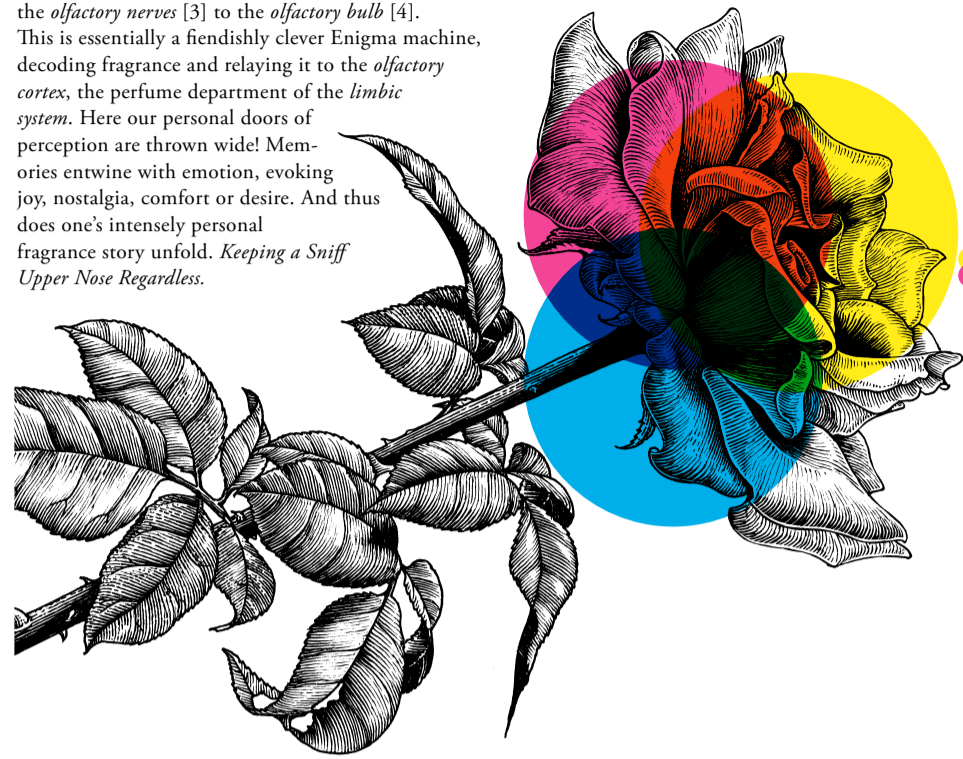
HEAD TO THE BACK PAGE TO SEE MORE OF WHAT THE RIGHT HAND MAN GOT UP TO IN SPAIN!

They seek him here, they seek him there - does the blighter have the paparazzi on speed dial? They're everywhere he goes. The man has many talents, but this is absolutely the last time I send him on a covert mission. *Fawcett*

Scan the QR CODE *thingy-ma-jig* to browse the complete range



PARTY IN THE NOSE
Inhale! Airborne molecules of fragrance dance up one's nose, along the *nasal passage* [1] and into the *nasal cavity* [2]. Awakening specialised scent receptor cells they trigger electrical signals which whizz along the *olfactory nerves* [3] to the *olfactory bulb* [4]. This is essentially a fiendishly clever Enigma machine, decoding fragrance and relaying it to the *olfactory cortex*, the perfume department of the *limbic system*. Here our personal doors of perception are thrown wide! Memories entwine with emotion, evoking joy, nostalgia, comfort or desire. And thus does one's intensely personal fragrance story unfold. *Keeping a Sniff Upper Nose Regardless.*



Making Sense of Scents

HOW DO YOU MASTER THE ART OF CHOOSING
 A PERFECT FRAGRANCE?

NOTHING IS QUITE so alluring as the sigh of delectable fragrance a gentleman leaves upon the air as he passes. Smelling damn fine gives a fellow confidence, enhancing his personal style with a shot of self-assurance. Coco Chanel once said *'No elegance is possible without perfume. It is the unseen, unforgettable, ultimate accessory.'*

The perfume you wear will create a lasting impression. It is essential to choose well, particularly if there's a special event on the cards - your own wedding, perhaps, or an all important job interview. *So how to find your own signature scent?*

First, a little history. The word *'perfume'* comes from the Latin for *'through smoke'*, conjuring ancient times when oils and resins, such as incense, were burnt as offerings to our ancestors and the gods. Scent has long been associated with rituals. And so the fragrance one chooses for a milestone occasion becomes imbued with a symbolic, mythic significance. One day, far in the future, the merest hint of such a perfume will summon powerful nostalgia, a sensory memory, forever entwined with the emotions of the moment.

Smell is a profound, primitive sense and perfume has a near mystical ability to evoke the mood of a particular time. Carried on the air, scent molecules are inhaled, igniting a synaptic response directly connected to the part of the brain hot-wired to feelings and emotions. Hence Marcel Proust's observation: *'Perfume is that last and best reserve of the past, the one which, when all our tears have run dry, can make us cry again!'*

When choosing a scent, you need to consider its longevity, (the time it lasts on the skin) and also what's known as *'sillage'* (pronounced see-yazh), a French word describing the wake of a passing ship, which refers to the trail of fragrance left lingering on currents of air.

To avoid the kind of mistake that has you smelling like a somewhat eccentric aunt, it's advisable to get acquainted with the fragrance families. The highly esteemed British fragrance expert, Michael Edwards, considered by many to be the finest 'nose' in the world, created a hugely helpful Fragrance Wheel in 1983. He classified scents into four main families - *Floral, Amber, Fresh and Woody* - and within these the categories are refined further (*Fruity, Mossy, Green, Citrus* etc). Perfumes combine these features in an endless symphony of music played upon the skin.

Fragrance is a pathway through our lives. Whispers of gardenia on a crumpled pillow, a spritz of salty lime, tendrils of woodsmoke as autumn draws in. Scent takes us on a deeply personal journey. Like no other sense, it transports us to places, events, people, elusive moments in our past. The art of making perfume is a wondrous process. Time is captured in a beautiful bottle, released to tell the story of oneself.

Visitors to *Captain Fawcett's HQ* enjoy a remarkable sensory experience. Quite simply, the place smells magnificent. As well as Captain Fawcett's aromatic *Beard Oils, Moustache Waxes* and *Pomades*, the air resonates with a harmony of *Signature Series Eaux De Parfum*. It's a delightful way to test the water and find your own signature scent. Should you be unable to visit in person, Captain Fawcett has created a library of *sample size Eaux De Parfum*, complete with scent notes to help navigate your voyage of sensual discovery.



TRY A SAMPLE!

Captain Fawcett offers delightful miniature sample sizes, just the ticket for popping in one's travel bag. It is advisable to test different fragrances to ensure they suit one's taste and unique body chemistry. For a mysterious alchemy takes place over time, as a scent dries down and blends with the scent of one's own skin. Thus does a man make a sublime Eau De Parfum all his own.

AVAILABLE FROM WWW.CAPTAINFAWCETT.COM

Words by the fragrant Cate McKay-Haynes

FIND YOUR FRAGRANCE

A SCENT BY SCENT GUIDE TO CAPTAIN FAWCETT'S
 AWARD WINNING EAUX DE PARFUM

ALESSANDRO MANFREDINI

TOP NOTES
 Rosemary & Star Anise

MID NOTES
 Green Cyclamen

BASE NOTES
 Ambergis, Cedarwood & Tonka

2ML SAMPLE AVAILABLE

CLASSIC WOODY

Warm, precious wood notes exude debonair elegance and timeless appeal, well-suited to formal events. Suave and charming, think silver fox George Clooney, James Bond or F Scott Fitzgerald and *The Great Gatsby*.

— TRY

Alessandro Manfredini



BARBERISM®

TOP NOTES
 Lime & Orange

MID NOTES
 Rose & Galbanum

BASE NOTES
 Cedarwood, Patchouli & Musk

2ML SAMPLE AVAILABLE

FRESH CITRUS

Captivating and bright with zesty lime and orange. Ideal for daytime weddings, outdoor parties and important meetings. Picture Ryan Reynolds reinvigorating team spirit, Michael B. Jordan's dynamic energy or the effortless, approachable style of Brad Pitt.

— TRY

Barberism®

MAHARAJAH

TOP NOTES
 Citrus

MID NOTES
 Rose, Musk & Pepper

BASE NOTES
 Cedarwood & Leather

2ML SAMPLE AVAILABLE

AMBER AND SPICE

Magnificently opulent, full of sensuality and warmth, ideal for evening weddings and occasions calling for an irresistibly seductive vibe. Imagine magnetic Idris Elba. Or Casanova himself. If this were a book it would be the magical realism and rich storytelling of Gabriel Garcia Márquez.

— TRY

Maharajah

TRIUMPHANT EAU DE PARFUM

TOP NOTES
 Bergamot, Lime & Ylang

MID NOTES
 Blackcurrant, Clove & Galbanum

MID NOTES
 Sandalwood, Ambergis & Musk

2ML SAMPLE AVAILABLE

AROMATIC HERBAL

Manifest a relaxed, outdoorsy mood. Green botanical notes open above a heart of dark fruit, evoking a deep connection to nature and scent of summer storms. Suggests a free thinking, philosophical fellow of contemplative observations, such as the mighty Morgan Freeman or our very own Mr Rufus Hound!

— TRY

Triumphant

BOOZE & BACCY

TOP NOTES
 Bay Rum, Orange & Bergamot

MID NOTES
 Galbanum, White Thyme & Coriander

BASE NOTES
 Tobacco, Frankincense, Benzoin & Vanilla

2ML SAMPLE AVAILABLE

LEATHER AND TOBACCO

Bold and charismatic, with sophisticated refinement. Smoky notes lend a worldly air of traditional masculinity, reminiscent of Chesterfield armchairs, gentlemen's clubs and nostalgic pubs. A popular choice for evening events and traditional weddings. Strong with a sense of mystery, summoning Tom Hardy, Tommy Shelby or, indeed, the rebel spirit of Ricki Hall.

— TRY

Booze & Baccy

ORIGINAL [CF.8836]

TOP NOTES
 Bergamot & Mandarin

MID NOTES
 Cardamon & Coriander

BASE NOTES
 Vanilla & Sandalwood & Moss

2ML SAMPLE AVAILABLE

A BESPOKE BLEND

Inventive gents layer different scents creating a fragrance all their own. An Edwardian explorer, known for his sense of adventure might experiment with Citrus and Spicy, Earthy undertones. Top notes of vibrant Bergamot invoke the freshness of uncharted territory, with a courageous heart of exotic Cardamon capturing the essence of a journey, grounded by mossy wood notes. One for Indiana Jones - professor, hero, lover.

— TRY

Eau De Parfum Original

SCAN ME TO READ AND SEE ALL FROM PART ONE OF THE GREAT EXPEDITION!

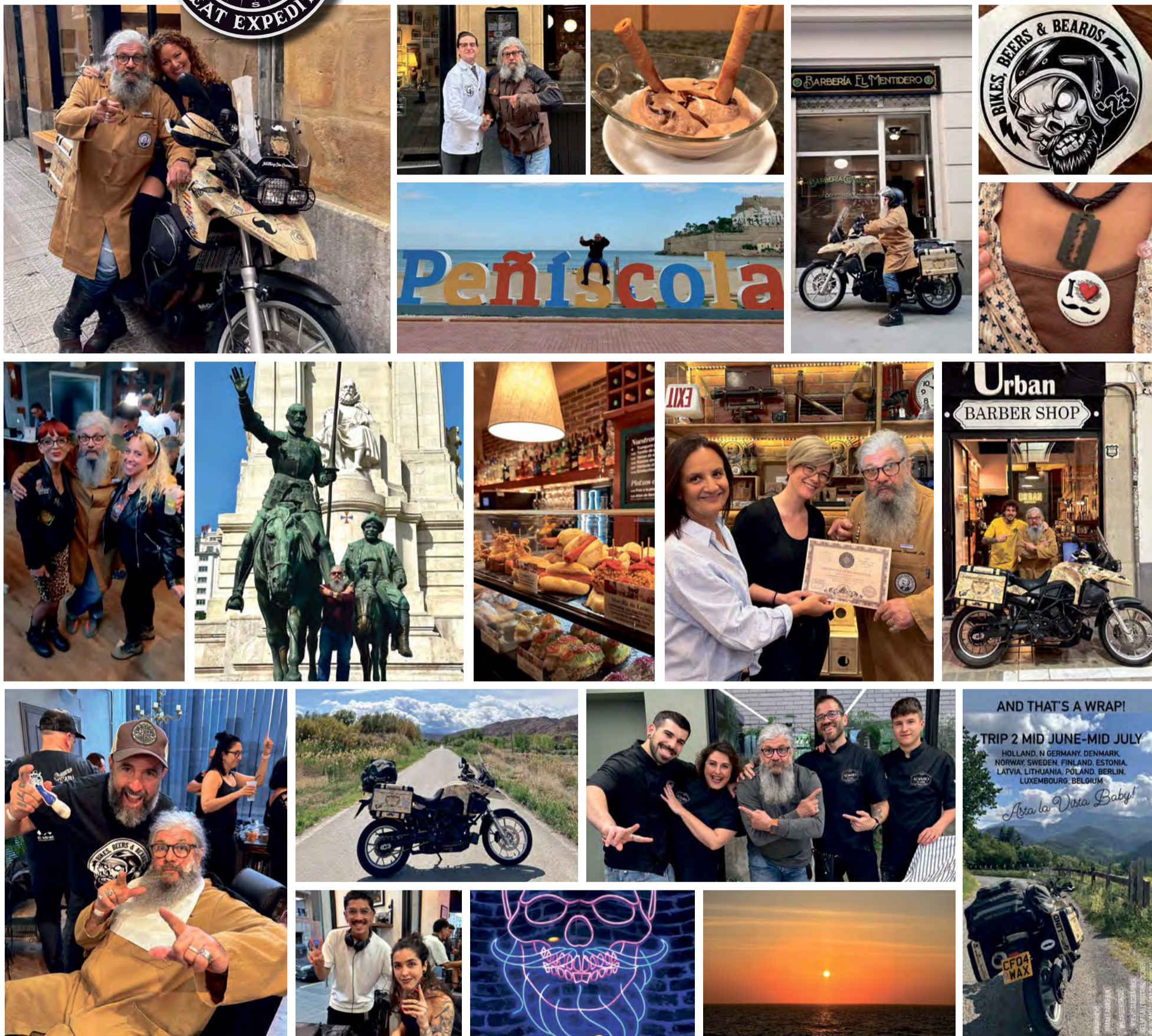


THANKS TO THE MAGNIFICENT HOSTS

- La Barbería del Norte - Bilbao
- Chamberí 5 Barber Shop - Madrid
- Amarcord Store - Madrid
- Barbería El Mentidero - Madrid
- Urban BarberShop - Granada
- Barbería Capri - Alcossebre
- Tian Stil Home - Vinarós
- Luis Villa Barbería - Zaragoza
- Brothers Barbers and Brothers Tattoo - Bilbao

AND THANKS ALSO TO

- El Barbero (Great Gentlemen & Great Greasers) - Bilbao
- Iroco Barber Club - Madrid
- Alvaro The Barber - Logroño
- Nick Saunders for his help and inspiration
- Bryony Grainger for multiple emergency rescues
- Jenna Leake for masterminding the whole itinerary
- Juan, Lorena and Allie from El Mirall Distribuciones for keeping everything on track and...
- Tian for being an absolute legend.



CAPTAIN FAWCETT'S GREAT EXPEDITION

PART TWO: JUNE/JULY

PART THREE: SEPT/OCT

