

TRUEFITT&HILL

EST. 1805 • ST. JAMES'S • LONDON

THE WORLD'S OLDEST BARBERSHOP

# BRAND HISTORY



TRUEFITT & HILL  
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1805



1805

While the battle of Trafalgar rages, William Francis Truefitt opens his first salon and is appointed Court Wig Maker to George III.

1860



1860

H.P. Truefitt enters into a binding contract with his manager J.B. Donnell, which was to become one of the oldest, still existing franchising documents of its kind in the field of hairdressing.

1870



1870

The very first ladies' salon is opened by Truefitt at 23 Old Bond Street. This fashionable establishment is an instant success.

1875



1875

Graced by Queen Victoria and driven by an increasing demand, Truefitt commences commercial production of toiletries.

# BRAND HISTORY



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1878



1878

Truefitt commences commercial production of his products and it appears that the first commercially-produced lipstick is developed by Truefitt's chemists.

1880



1880

Miss West joins the Truefitt team from America and is entrusted with the operation of the first ever 'Manicure and Chiropody Salon' in the world.

1900



1900

C.A.R. lotion is formulated after a specific request from members of the R.A.C., as a solution to unruly and windswept hair. The product is still a firm favourite today.

1912



1912

Truefitt & Hill products have been brought up from the wreck of the ill-fated Titanic, and form a part of the Titanic Exhibition.

# BRAND HISTORY



**1935**

Truefitt acquires Edwin Hill's salon and the merged business moves to enlarged premises in Old Bond Street. The business trades under the name of Truefitt & Hill, laying firm foundations for the company's future success.



**1944**

Montgomery of Alamein finds time to write a letter to Truefitt, thanking him for the superb brushes crafted from a German propeller. Incredibly, this letter is written on the eve of D-Day.



**1993**

Truefitt & Hill moves to the prestigious address of 71 St James's Street, where it is still based today.



**1999**

Mr. Holgate, a barber to royalty and many other historic figures – amongst them Sir Winston Churchill – retires from Truefitt & Hill after an incredible 80 years of service.



# BRAND HISTORY



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2000

Truefitt & Hill is recognised by the Guinness Book of World Records as the 'Oldest Barber Business in the World' and retains this prestigious accolade unchallenged to this day.



2005

We are honoured by H.R.H. Prince Philip, The Duke of Edinburgh, who attends Truefitt's bi-centenary celebrations and graciously agrees to unveil the commemorative plaque.



2013

Truefitt receives an invitation to participate in the prestigious 'Coronation Festival' at Buckingham Palace, to celebrate H.M. The Queen's Diamond Jubilee.



2014

Truefitt's growth is fuelled by ever-increasing popularity and is evidenced by store openings in far-flung corners of the world. Our shops are found across the globe, from Toronto to Baku.

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## 2016

Truefitt & Hill partake in the prestigious Concours of Elegance at Hampton Court Palace, the only motor show event enjoying a Royal Patronage of HRH Prince Michael of Kent and, showcasing a selection of 300 of the finest and rarest vintage motor cars from around the world.

## 2019

The Royal Windsor Horse Show, held annually since 1943, is an international equestrian event, hosting some of the world's finest riders and horses. Truefitt & Hill participate in this esteemed event to provide its discerning gentlemen visitors with the finest of grooming services and products.

## 2020

While the world endured an unprecedented year of the global pandemic of Covid-19, Truefitt & Hill faced these challenging times with determination and not only continued to supply and support its patrons around the globe, but also, quietly, celebrated its 215th birthday.

## TODAY

Today, Truefitt & Hill's iconic stores can be found in many corners of the world as it enjoys continued growth catering to the needs of discerning gentlemen and setting new standards of grooming excellence and around the globe.



# FROM THE ARCHIVES OF THE OLDEST BARBERSHOP IN THE WORLD



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Agreement



You please reserve me a  
haircut, etc, (D<sup>r</sup>. Hologate)  
on Monday 29<sup>th</sup> October next  
at 3.30 p.m.  
Dormitory of Alameda  
F.M.

... 62 ...  
... the patronage  
... who may have  
... the 5<sup>th</sup> Henry Place  
... of a Hair dresser and  
... as a ... under the ...  
... the sum of £1000 to be





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## The Bath Chronicle.

THURSDAY, SEPTEMBER 9, 1847.

### VALUABLE COSMETICS.

H. P. TRUEFITT, Son and Successor to the original H. and celebrated P. TRUEFITT Sen., 20 & 21, BURLINGTON ARCADE, PICCADILLY, LONDON, is desirous of introducing to general notice in the Provinces the following invaluable appendages to the Toilet, which have been long in use on the dressing tables of the Fashionable World in London.

The TINCTURA, or LIQUID HAIR DYE. Dyeing the Hair has hitherto been a most uncertain and unsatisfactory operation, but by this valuable discovery grey hair is infallibly and permanently turned to brown or black. Full instructions for applying the dye will be found on each bottle. In cases at 5s., 10s., and 21s. each.

The MEDICATED MEXICAN BALM, for strengthening and beautifying the Hair, Grease, or the compounds sold in bottles, from 2s. 6d. upwards.

TRUEFITT'S FLORAL EXTRACT, a refreshing Hair Wash of the most delicate and renders the hair delightfully soft and most recherche article for the toilet are all packed in external cases for travelling.

Sold by TRUEFITT 20 & 21, Piccadilly, London, and by no other. Pray observe the numbers particularly.

AGENT FOR BATH.—MR. PINN.  
THE MORNING CHRONICLE

SATURDAY, JULY 5, 1851.

TRUEFITT V. EMPLOY.

The parties in this matter are hairdressers in Bath. The plaintiff occupies the shops Nos. 20

## DAILY TELEGRAPH

WEDNESDAY, DECEMBER 15, 1880.

The directors of H. P. Truefitt Limited, met yesterday an interim dividend for the half-year ending November 30 at the rate of 10 per cent. per annum.

THE ADMIRATION OF THE WORLD.—Mrs. S. A. Truefitt's World's Hair Restorer is perfection for its wonderful life-giving properties to faded or falling hair, and quickly changing grey or white hair to its natural youthful colour and beauty. Try all Chemists and Perfumers.—ADV.

## Gloucester Journal.

PRINTED AND PUBLISHED BY DAVID MORGENTHAU, SUCCESSOR TO R. BAKER, WORCESTER STREET.

SATURDAY, OCTOBER 23, 1847.

## The New York Times

### FAMOUS BARBER DEAD.

Truefitt's Manners Gave Rise to the Phrase "Right as a Trivet."

Special Cable to THE NEW YORK TIMES.

LONDON, April 25.—By the death of Henry Truefitt at the age of 85 England has lost a barber who made an international reputation. Many American visitors patronized his shop in Bond Street.

Fifty years ago, when the prejudice against trade and shopman was still

### IN DYEING THE HAIR.

Able object has at last been thoroughly effected by the

### A, OR LIQUID HAIR DYE,

of Brown or Black may be produced in the shortest time.

20 and 21, Burlington Arcade, in recommendation of this Dye, confidently solicits a trial from those who are desirous of improving the value of their hair. Dyeing has been a most uncertain and unsatisfactory operation, but by this valuable discovery, Grey, or Red Hair is entirely turned to Brown or Black. Full instructions for applying the dye will be found on each bottle. In cases at 5s., 10s., and 21s. each.

20 and 21, Burlington Arcade, Piccadilly, near the house in that locality. Pray observe the

GLoucester MRS. GREENING

## SHELDRAKE'S ALDERSHOT MILITARY GAZETTE

[SATURDAY, AUGUST 17, 1861.]

### H. P. TRUEFITT

OF THE BURLINGTON ARCADE, LONDON.

RESPECTFULLY announces to the residents of Aldershot and its vicinity, that, in addition to his Room in the SOUTH CAMP, he has opened a Shop in the VICTORIA ROAD, ALDERSHOT, where the following advantages will be found:—

### BATHS,

Warm, Cold, or Shower, in elegantly-fitted Rooms, quite equal to any in London.  
Warm Baths, to 7 p.m. ... 2s. 6d. Cold or Shower Baths ... 1s. 6d.  
Ditto, after that hour ... 1s. 6d. Twelve Warm Baths ... £1. 0s.

### THE HAIR CUTTING ROOMS

Are fitted up with all the elegances and appliances of the celebrated London Establishment; and the "Luxurious Head Bath," for which Mr. Truefitt has long been famous, is here applied in exactly the same style.

Hair Cutting ... 1s. 6d. Cutting and Washing ... 1s. 6d.

### For Non-Commissioned Officers and Tradesmen,

Who have elegantly-fitted Rooms reserved expressly for them, the Charges are—

Hair Cutting ... 0s. 6d. Cutting and Washing ... 1s. 6d.

A glance at the annexed Abstract of Catalogue, will show that the requirements of this important section of the Aldershot community have not been lost sight of.

### LADIES HAIR CUTTING.

An elegant Room has been fitted expressly for the use of Ladies; and every requirement for the present style of Hair Dressing will be found, at strictly moderate prices.

### SUBSCRIPTIONS.

### FOR THE OFFICERS' SALOONS.

Hair Cutting and Washing (once a week, for Twelve Months) ... £1. 1s. 6d.  
Ditto Ditto (twice a week, for Six Months) ... £1. 1s. 6d.  
Hair Cutting only (once a fortnight, for Twelve Months) ... £2. 10s. 6d.

### Non-Commissioned Officers and Tradesmen.

Hair Cutting (once a fortnight, for Twelve Months) ... 7s. 6d.  
Cutting and Washing, ditto, ditto ... 15s. 6d.

### ABSTRACT OF CATALOGUE.

#### Hair Greases.

Taurus Pomade, 6d. and 1s.  
Marrow Oil Pomade, 6d. and 1s.  
Hygienic Pomade, 1s. 6d. and upwards.  
Medicated Mexican Balm, 2s. 6d., 3s., and upwards.  
Nonpareil Balsam, 3s. 6d. and upwards.  
Violet Oil, 3s. 6d. and upwards.  
Arnica Pomade, 3s. 6d. and 5s.

The Arnica Pomade and Lotion are strongly recommended when the Hair is falling.

#### Hair Washes.

The Celebrated Egg Yolk, 2s., 3s., &c.  
Floral Extract, 5s. 6d. to 21s.  
Extract of Roses and Camellia, 2s.  
Pure Lime Juice, 2s. 6d. and 5s.  
Arnica Lotion, 3s. 6d. to 21s.  
Ammoniated Rosemary Hair Wash, 2s. 6d. &c., &c., &c.

### Perfumes for the Handkerchief.

The Camp Favorite  
The Royal Artillery Bouquet  
The Fusilier Bouquet  
The Rifle Bouquet  
The Cambridge Ess  
Ess Bouquet  
Jockey Club  
&c., &c., &c.

All in 2s. 6d., 3s. 6d., and 7s. Bottles.  
The Victory, 1s. A large bottle of excellent Lavender Water, 1s.



# FROM THE ARCHIVES OF THE OLDEST BARBERSHOP IN THE WORLD





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# HISTORY AT EVERY TURN

## TITANIC ARTEFACTS



When artefacts of the RMS **#Titanic** were recovered from the sea bed, among them were a number of Truefitt's ceramic **pomade jars** containing several products made by Truefitt & Hill.

## ROYAL WARRANT HOLDERS



During Truefitt's unique history the company has had the honour of serving the **Monarchs of Great Britain** over **Nine** consecutive reigns.

Throughout this period, Truefitt has held a number of Royal Warrants, and being 'By Appointment' is still the envy of other, less revered hairdressers.

The Royal connection is continued to this day by Truefitt's barbers and we are honoured to hold a **Royal Warrant to HRH the Duke of Edinburgh**.

## FAMED CLIENTELE



Glancing at Truefitt's appointment books is like reading entries from a 'Who's Who' of distinguished society and names of those who shaped the history of the world.

Many legendary figures from the world of entertainment like **Alfred Hitchcock, Laurence Olivier, Danny Kaye**, as well as the celebrated **John Wayne, Frank Sinatra, Stewart Granger, Fred Astaire** and **Cary Grant** have also enjoyed the legendary Truefitt's touch.



# THE BEGINNING

THEN



NOW



The Oldest Barbershop in the World, as recognised by the Guinness Book of World Records in 2000, began in fashionable Mayfair in 1805, the year of Nelson's victorious Battle at Cape Trafalgar, while King George III sat on England's throne and William Pitt the Younger served as its Prime Minister.

This was the era of fine craftsmanship, innovation and styling which set the scene for a history that is colourful, inventive and pioneering. Catering to the exacting standards of London's gentry, when vanity and good grooming were the essential mark of the gentleman, Truefitt offered its demanding clientele a new level of service unsurpassed anywhere in the world.

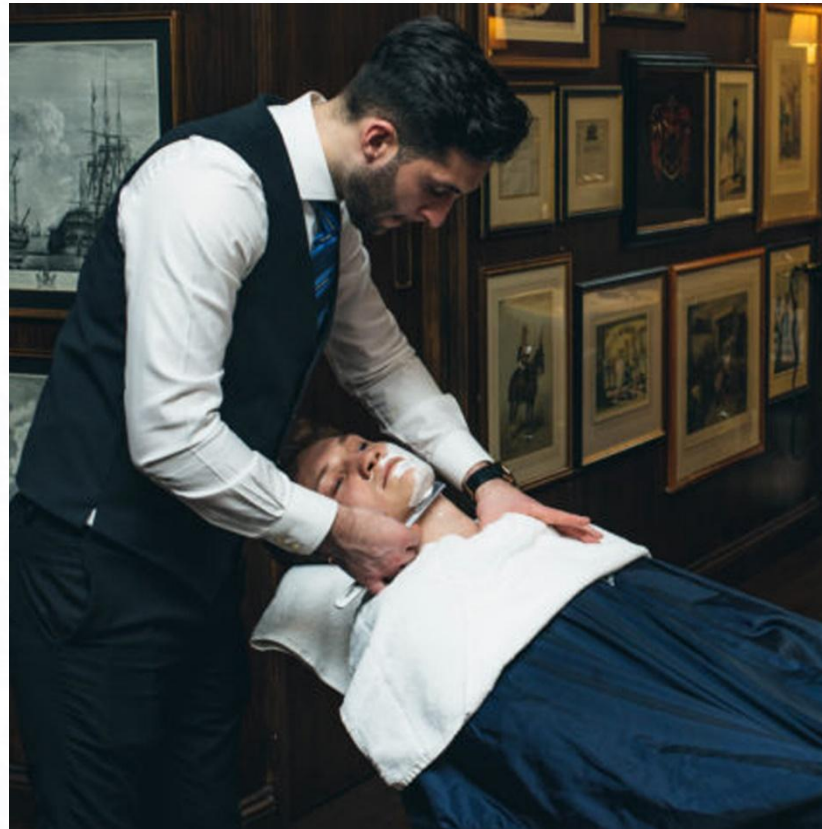
# SERVICES

With over two centuries of knowledge and experience,  
we offer the very best that there is to ensure that all our customers  
can always put their best face forward.

Our expertly trained team of Barbers, Therapists & Front Desk  
have decades of experience and are on hand to provide a host of luxury grooming services.



# SIGNATURE SERVICE & EXPERIENCE – THE ROYAL SHAVE



At Truefitt & Hill, the shave is a Royal Experience. At a duration of 45 minutes, it goes through multiple hot towels to ensure maximum satisfaction. The experience starts off with a facial scrub, followed by a massage to the face using a pre-shave oil. Followed with a selection of 10 shaving creams to choose from based on your skin type. At the end of the experience you can choose from a large variety of Aftershave Balms followed by a face massage.



# SIGNATURE EXPERIENCES – THE ROYAL HAIRCUT



At Truefitt & Hill, Each haircut begins with a hair consultation, followed by 4 choices of shampoo to select from and conditioner, and relaxing scalp massage. After the cut, our Master Barber will style your hair using our superb hair styling products and give you recommendations for how to care for your hair at home.

# SIGNATURE EXPERIENCES

## THE ROYAL MANICURE



## THE ROYAL PEDICURE



Our expertly trained team of Therapists have years of experience of pampering the gentleman called - YOU. One of our signature services include The Royal Pedicure & The Royal Manicure which focus on exfoliating, moisturizing, treating the cuticles followed by a gentle massage that elevates your mood and has long-term health benefits as well!



# SIGNATURE EXPERIENCE – THE ROYAL BEARD SPA



We are the first one to launch this exclusive service in India. An exclusive facial grooming service that not only cleanses the beard but also involves to exfoliate the skin under the beard and hydrate it.

# PRODUCTS

## WE LISTEN, OUR PRODUCTS RESPOND

**Truefitt & Hill's tradition of excellence, elegance, high style and timeless quality is reflected in the superb range of Truefitt & Hill toiletries, which combine convention of style with the contemporary taste for exclusivity.**

**We are the only brand in the world to have over 150+ Men's' grooming products.**



# OUR RANGE



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PRODUCT RANGE: 1805

## OUR RANGE



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PRODUCT RANGE: TRAFALGAR



## OUR RANGE



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**PRODUCT RANGE: WEST INDIAN LIMES**

## OUR RANGE



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**PRODUCT RANGE: GRAFTON**



## OUR RANGE



## PRODUCT RANGE: APSLEY

# OUR RANGE



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## PRODUCT RANGE: SANDALWOOD



# OUR RANGE



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**PRODUCT RANGE: ULTIMATE COMFORT**

## OUR RANGE



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**PRODUCT RANGE: AUTHENTIC NO. 10**



# OUR RANGE



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## PRODUCT RANGE: MAYFAIR

# SHAVING

## PRE-SHAVE



Truefitt & Hill Pre-Shave Oil is a high-quality grooming product that nourishes and prepares the skin for a comfortable shave, reducing friction and irritation for a smooth, close shave experience. Its unique blend of essential oils leaves the skin moisturized and protected, ensuring a luxurious grooming routine.



## SHAVING CREAMS



The Truefitt & Hill range of shaving creams are formulated to provide the closest shave whilst at the same time protecting and aiding in the repair of the shaver's skin.



## SHAVING SOAP



The Truefitt & Hill range of shaving soaps are formulated to provide the closest shave whilst at the same time protecting and aiding in the repair of the shaver's skin.



# SHAVING

## AFTERSHAVE BALM



The non-oily, skin-rejuvenating balms from Truefitt & Hill contain calming lanolin and aloe vera extract that heal irritated skin after a harsher shave.

## BEARD CARE



Truefitt & Hill Beard Oil and Balm are premium grooming products that nourish and condition your beard, providing a soft and well-groomed appearance with a delightful fragrance. Perfect for maintaining a healthy and stylish beard.



## SHAMPOOS



Find a selection of our shampoos and conditioners formulated with wheat protein to strengthen the hair and provide the perfect nourishment to hair and prevent styling damage.

## TONICS, SERUMS AND FRICTIONS



Find a selection of hair frictions & hair tonics from Truefitt & Hill formulated to make one's hair look it's finest and easier to style.



## STYLING



At Truefitt & Hill, we have more than two centuries of experience and expertise, for our latest range of hair products, we have delved into our past and used this vast bank of knowledge to devise a comprehensive range of styling products from which every gentlemen of today can truly benefit.

## SOAPS



The Truefitt and Hill Bath and Skin care range is made with only the finest quality ingredients that offers deep cleansing which promotes a feeling of overall well-being during use, leaving skin feeling invigorated and refreshed.



## BATH & SHOWER GEL + CREAM



The Truefitt and Hill Bath and Skin care range is made with only the finest quality ingredients that offers deep cleansing which promotes a feeling of overall well-being during use, leaving skin feeling invigorated and refreshed.

## SKIN CARE



The Truefitt and Hill Bath and Skin care range is made with only the finest quality ingredients that offers deep cleansing which promotes a feeling of overall well-being during use, leaving skin feeling invigorated and refreshed.



# COLOGNES

## COLOGNES



Whether you're looking for a gift for someone special or your new signature scent, our cologne collection comprises of 9 unique scents for you to discover!

## RAZORS & BRUSHES



Truefitt & Hill **razors and brushes** are the epitome of luxury and craftsmanship. With exquisite design and exceptional quality, they offer a refined shaving experience for the discerning gentleman.



## COMBS & BRUSH



Truefitt & Hill **combs** are meticulously crafted grooming tools designed for the modern gentleman. Made with premium materials and fine craftsmanship, they effortlessly glide through hair, providing superior control and styling precision.

# SHAVING & GROOMING ACCESSORIES

## SHAVING MUG



Truefitt & Hill mugs are a perfect blend of elegance and functionality, crafted with high-quality materials and a timeless design, making every morning shave a luxurious experience. These mugs are a must-have for any discerning gentleman seeking the ultimate grooming accessory.



# TRADITIONAL SHAVING GOES WORLDWIDE

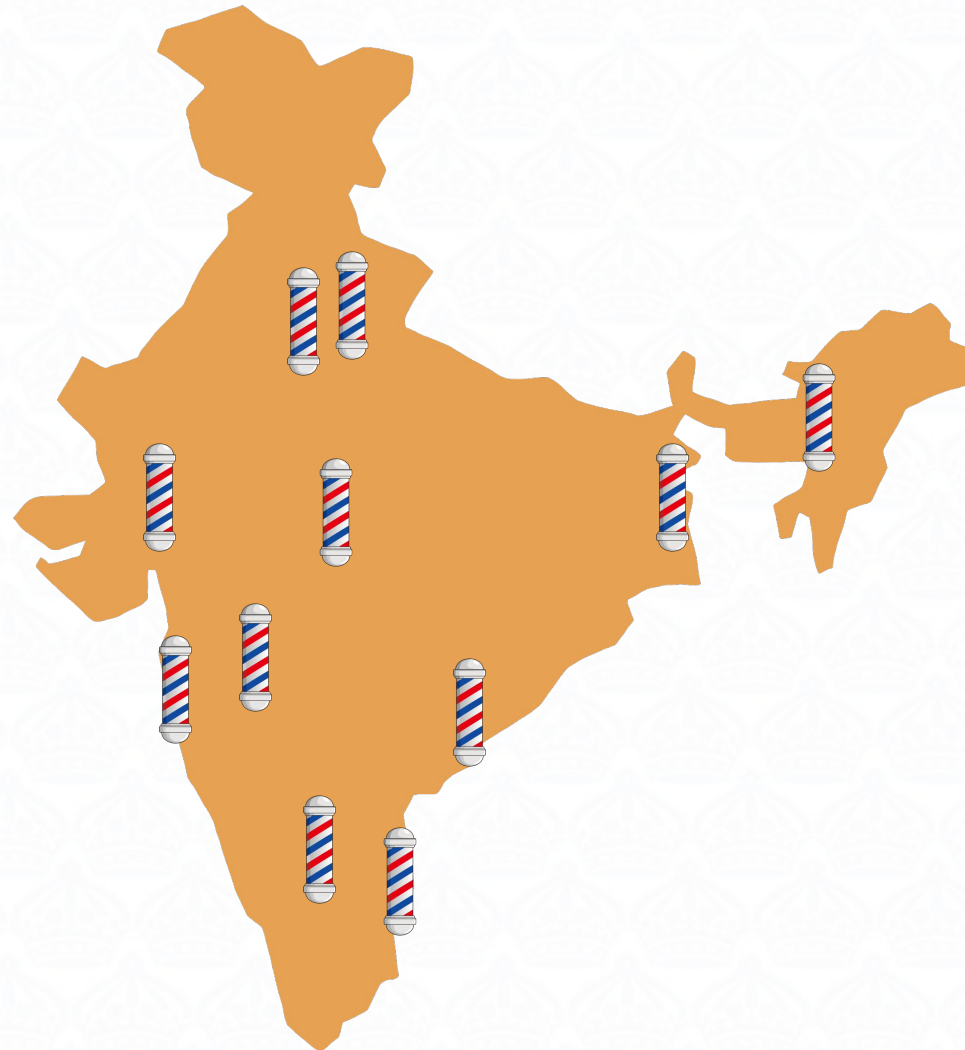


Being the oldest Barbershop in the world and leaders in the field, Truefitt & Hill has flourished over the last few years and today has stores all over the globe. From it's humble beginnings in Mayfair, today we have stores in the United Kingdom, Canada, United States, China, India, Malaysia, Thailand, Azerbaijan, South Korea and Kuwait with more due to open their doors in the future.



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# PAN INDIA PRESENCE



AHMEDABAD - BENGALURU - HYDERABAD - MUMBAI - THANE - GURUGRAM  
KOLKATA - NEW DELHI - PUNE - CHENNAI - GUWAHATI - INDORE





TRUEFITT & HILL  
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# GROOMING MEN FOR GREATNESS IN INDIA

ROYAL SUITE



BARBER STATION



PEDICURE & MANICURE STATION



RETAIL



For over two centuries, Truefitt & Hill, the world's oldest barbershop has been offering a wide range of services designed to groom gentlemen to perfection. With the barbershop now in India, we bring you our world-renowned personal grooming services along with our personal grooming range for men. Spread over at 33 locations in India, 1 in Bangladesh and growing every year.



# EVENTS COVERED



## HORSE RACING

## POLO



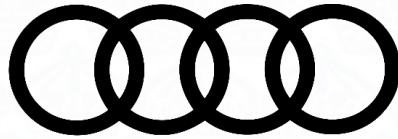
## CURATED EVENTS

## BUSINESS EVENTS



# PAST & ONGOING COLLABORATIONS

## AUTOMOBILES



MORRIS GARAGES

Mercedes-Benz

## FEDERATIONS



British  
High Commission



INDO - CANADIAN  
BUSINESS CHAMBER



Confederation of Indian Industry

## ELITE SPORTS



## LIFESTYLE & MANY MORE



MICHAEL KORS

The  
[Pant]  
Pro·ject



# MEDIA COVERAGE

# HELLO!



  
A Fork Media Group Co.

Home > TRAVEL > Plan > CT's Best

## Best, Thoughtful Gifts For Your Dad To Celebrate Him On Father's Day

7. Shaving Comfort Set, Truefitt and Hill



This Father's Day, treat your father like the royalty he is. Uncover the embodiment of elegance with this grooming gift set. This opulent collection showcases four impeccably crafted essentials.

# NEWS 18

HOME » LIFESTYLE » FATHER'S DAY 2023: 4 BUDGET-FRIENDLY GIFTING IDEAS FOR YOUR DAD

🕒 1-MIN READ

## Father's Day 2023: 4 Budget-Friendly Gifting Ideas for Your Dad

### 3 Luxury Grooming Kits

This Father's Day, treat your father like the royalty he is. This day is the perfect occasion to show your appreciation for the incredible man in your life. If you're looking for a gift that exudes luxury and sophistication, Truefitt & Hill offers exceptional grooming products and services that are fit for a king.



# MEDIA COVERAGE



**TRUEFITT & HILL**  
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## World's Oldest Salon Chain Diversifies Into High-Margin Retailing Business

*The world's oldest salon chain plans to diversify into products as it has potential to become a far bigger business than services.*

Sesa Sen

Published On 07 Jun 2023, 9:21 AM IST

Last Updated On 07 Jun 2023, 9:21 AM IST



**LIFESTYLE ASIA**

Style 16 Jun 2023 04:14 PM

## Luxury gifts for Father's Day to add to your carts right now

JHANVI DUGGAL Lifestyle Writer  
Truefitt and Hill

share this article



Truefitt and Hill

A light, fresh, oceanic scent with top notes of bergamot and cardamom, a heart of Clary sage, nutmeg and lavender, and a base of sandalwood and cedar. Although the name marks the year of Truefitt & Hill's establishment and it celebrates its illustrious history, this signature scent is unmistakably modern and just the right fit for your dad's exquisite perfume collection.

[SHOP HERE](#)





GROOMING MEN FOR GREATNESS SINCE 1805

For general enquiries, please write to [info@truefittandhill.in](mailto:info@truefittandhill.in)  
For collaborations, please write to [marketing@truefittandhill.in](mailto:marketing@truefittandhill.in)  
For franchise, please write to [franchise@truefittandhill.in](mailto:franchise@truefittandhill.in)