

Meet the grandfather who takes shopping to the Maxx



» **AISLE BE BACK** Shopaholic Brian and his wife Jean check out how he might spend his £1,000 in TK Maxx

Shopping used to be a female affliction, but men are succumbing, particularly if there are great bargains in store as **Deanna Delamotta** found out when she met our TK Maxx competition winner

IT'S a standing joke in the Ogden household that if dad Brian has gone AWOL they know exactly where to find him. "I'm always in TK Maxx," laughs the 59-year-old grandfather from Swinton.

His wife, Jean, a long-suffering TK Maxx widow, smiles in agreement. "He can't get

enough of the place. He goes to all the local branches but also further afield to Blackpool and Southport. When he's a bit late home from work we know he'll have just nipped in to TK Maxx. Then he'll ring us up telling us of the latest offers."

As he looks around the gleaming aisles of the recently-opened branch in Market Street, Manchester, it's clear Brian, who works at Alpha Airport Services at Manchester Airport, is knowledgeable about the brands.

"Oh that's a nice pair of Karri-mor walking boots," he says, eyes homing in on a pair of dark green shoes several feet away.

"I'm really keen on walking boots and trousers. They have some great bargains. I bring my grandchildren along too. I've got four and one on the way."

Such is Brian's devotion to the cause that he was judged a worthy winner in our recent Style competition to find the TK Maxx "maniac" – the customer who really is the store's biggest fan.

Although the competition was fierce, with the Style team receiving many fascinating and, in some cases alarming (some of you need a good lie-down, as there can't be enough hours in the day to satisfy your cravings!)

stories, Brian was picked and was handed an amazing £1,000 in TK Maxx vouchers last week.

The father of two's entry emerged top of the pile because it included a spoof official letter that his son, Philip, sent him last Father's Day. It read: "After a recent internal audit it has been found that there are discrepancies in the Manchester stores. There appears to be several hundred transactions in your name. Could you please check your records and if these purchases have been made by you then we thank you for the 25 per cent increase in profits over the last three years. If they have not been made by you, please contact the police immediately, someone has spent thousands of pounds on your cards."

Together with the joke letter, which Philip signed "Red Tag", was enclosed a £20 voucher and a "certificate of achievement" award.

But now Brian will be spending more time than ever in TK's with such a huge amount to spend in the store that specialises in designer brands at knock-down prices.

"I can't wait," said Brian before disappearing into the shoe section.

Groom with a queue



Sam Marshall, salon manager at Harvey Nichol's Urban Retreat, is the latest recruit to our panel of

beauty aficionados. Priding herself on being Manchester's No1 waxer and tanning expert, she has celeb clients flocking to seek her advice. This week, she's got top tips for male grooming.

WHO'D have thought 10 years ago that male grooming would be one of the fastest growing sectors of the cosmetics industry? Then, the only time a bloke came into the salon was for a pre-holiday back wax or to begrudgingly redeem that massage voucher that was bought last Christmas by his partner.

How times have changed. It is no longer considered girly to get your monobrow shaped or builder's nails tidied. Even sprays are popular with the men.

But the most recent trend seems to be facials. A guy's skin is generally thicker than a woman's – with shaving responsible for sensitivity and dehydration.

So it is up to us to educate dads, partners and brothers in the way of grooming – get them into a salon, buy them products to use at home and your Shaun Ryder can become a Sean Connery. Here are my top five Father's Day grooming musts...

■ **EASE** your dad in by buying him a massage. He might like a sports massage for all those aches and pains.



■ **GET** him to face up to his appearance with a facial. Dermologica (above) is popular with men looking for something unisex. I'd advise a cleansing facial, with extraction and extra moisturising around the beard area.

■ **A FAKE** tan can really transform the most lacklustre skin. Very popular with grooms before their wedding day.

■ **EYEBROW** tidy – something most men neglect. Generally, men prefer waxing but I'd advise plucking and trimming.

■ **FINALLY**, every man should have a manicure. A file, buff, and moisturise will put you leagues ahead. Don't worry – no need for polish!

Every Friday in the MEN

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» **SHOE BEAUTY** Brian tries a pair on for size during his latest spree in his favourite store Pictures: Sean Wilton

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