



### Raising the Bar in the Men's Grooming World

Just a handful of years ago, right here in Winston-Salem and thanks to the MBA program at Wake Forest University, Kevin Keller (a Georgia State undergrad interning with Inmar) and Allen Shafer (who finished at Sewanee and was interning with Hanes) met and after getting to know each other, thought that going into business together would be a great idea. They saw that there was a big gap in the offerings of quality, high-end products in the men's grooming world, and after a lot of time spent in basements honing their skills (and scents), Fulton & Roark was born in 2013. The road ever since has been paved with the sweet smell of success.

"There really was a need in the men's grooming space. We felt like it was an interesting place to go," says Keller. "We started with the idea of our solid colognes. Has it ever been a good idea for a man who travels or packs a bag to get ready at the gym to carry a glass bottle full of flammable liquid? Probably not."

Their solid colognes are probably the most intriguing product they sell, but it hasn't stopped there. Just this past year, GQ named the shave cream from Fulton & Roark the best out there in their annual grooming awards. High acclaim from one of the highest profile sources there is. Fulton & Roark products are sold in over 400 brick and mortar stores across the U.S., and roughly 35% of their business is generated through online orders.

And where does the name come from? "We needed a placeholder before we decided," Keller says. "Keller & Shafer sounded like a law firm...and not even a good one," he jokes. "So, we tossed the names of our dogs Fulton and Roark, together for the time being. But 'Fulton & Roark' grew on us, and we ended up keeping it. We've always kept the name quiet because of the way Google works. We figured that if we had "dogs" and "grooming" too closely associated, we would likely show up as a search result for people trying to get their collie's nails trimmed!"

They may not know much about fluffing and puffing your poodle, but these guys have figured out what they do know - quality products for men's grooming. And they're doing it well.