

ABSTRAK

Arus globalisasi dan teknologi informasi membuat perubahan pola pikir dan perilaku masyarakat. Pria dan wanita menjadi pribadi yang semakin seimbang, dimana pria semakin mampu mengekspresikan emosi dan perasaannya dan tidak malu-malu lagi memperhatikan penampilannya tanpa kehilangan sisi maskulinitasnya (*Woman-Oriented Man*).

Bagi kalangan usia produktif, tuntutan dunia kerja dengan istilah “Di dunia bisnis, yang berpenampilan baik akan lebih berhasil daripada yang tidak”, secara tidak langsung menyebabkan perubahan kebiasaan dan gaya hidup (Life Style) sehingga muncullah Pria Metroseksual yang menempatkan penampilan diri sebagai hal terpenting (penampilan menarik bukan cuma milik wanita lagi).

Mulanya, fenomena Metroseksual ini hanya menjangkiti para model, artis dan orang-orang media, belakangan meluas ke kalangan olahragawan, pebisnis, pengacara, bahkan diplomat. Ditambah dengan dukungan Media Massa, keberhasilan gerakan feminisme ini membuat peningkatan jumlah Pria Metroseksual yang cukup signifikan setiap tahunnya bahkan menjadi *buzz phenomenon* karena menjadi realita baru dalam kehidupan manusia di seluruh pelosok dunia, termasuk di beberapa kota-kota besar di Indonesia, khususnya Jakarta. Majalah *The Economist* edisi 5 Juli 2003 mengungkapkan, jumlah pria metroseksual meningkat hingga 30%-35% (**1 diantara 3 pria ialah pria metroseksual**).

Jaman sekarang sosok pria *macho* sudah digantikan sosok pria yang lebih lembut, sensitive, dan sangat memperhatikan penampilan. Namun, sayangnya peningkatan jumlah Pria Metroseksual ini tidak diimbangi dengan sarana perawatan fisik yang memadai untuk memenuhi kebutuhan mereka padahal kebutuhan akan sarana fisik tersebut terus meningkat. Maka dari itu, dengan membidik celah dari segi ekonomi pasar, Men’s Health Care & Fashion Arena ini mencoba untuk menjawab semua kebutuhan tersebut dengan konsep “all in one” yang menitik beratkan pada perawatan tubuh dan fashion pria.

ABSTRACT

Globalisation and the growth of Information Technology (IT) have created a paradigm shift and a change in the behavior of people. All over the world, men and women are converging towards an equal standing, and this has produced a unique type of men where they are no longer ashamed nor embarrassed to groom and to express themselves in how they look and dress without losing their masculinity. (*Woman-Oriented Man*).

Men reaching the productive age will face a working world governed by a maxim “In the business world, those who look good will be more successful than those who look bad” which indirectly caused a change in the life habits and lifestyle of men. This caused the emergence of the “Metrosexual Man” who places his looks and style as his highest priority (looking attractive no longer is a ‘female-thing’)

In the beginning, this metrosexual phenomena was only found among models, artists and people in the media industry. However, it eventually spread and now we can see metrosexual businessmen, athletes, lawyers and even diplomats. Coupled with the power of Mass Media, this feminist movement has boosted the number of Metrosexual Men significantly every year, and has even created a *buzz phenomena* because it has become a new life reality across the entire world, including in the major cities of Indonesia, especially Jakarta. The 5th July 2003 edition of *The Economist* states that the number of the Metrosexual Man has increased to reach 30% - 35% of the male population. (**1 of 3 men are metrosexuals**).

In this era, the *macho man* has been replaced with a gentler, more sensitive and a more looks-oriented man. The growth in the number of the Metrosexual Man has led to a significant and *growing* demand for facilities to facilitate their metrosexual needs. Men’s Health Care & Fashion Arena is an actualisation of an attempt to take advantage of this economic imbalance in the demand and supply of the Metrosexual Man phenomena with an “all in one” concept which emphasizes on the physical grooming and fashion needs of men.