

BEN HILL

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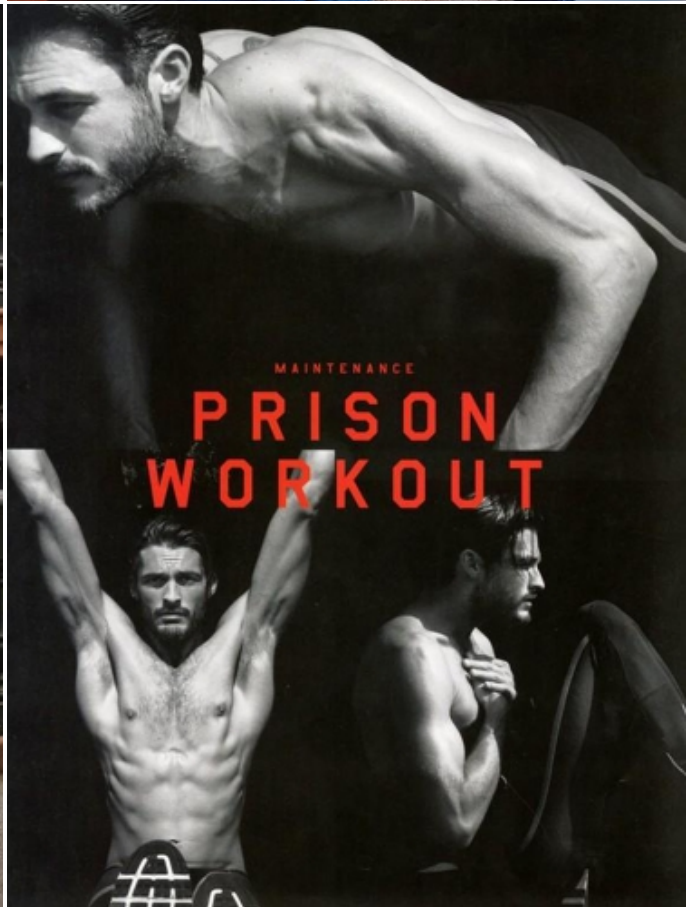
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MODERN BEARD

WORDS BY KEVIN BRADDOCK

LONG BEFORE the modern creeds of Ginepro and King of Shirts, the man of God grew his whiskers long and wavy. For it is written in Leviticus (chapter 19, verse 27): "Ye shall not round the corners of your heads, neither shall they near the corners of the beard." (That translation comes from the King James Bible, by the way; the monarch was himself a bearded man, who looked not unlike the legendary songwriter and lyricist Richard Rodgers).

And it was prophetic, given England's geography in South Africa this summer, that Wayne Rooney should be depicted in Nike's World Cup advert as a caravan-dwelling stinker with a faceful of fazz. The striker was

imagined as a man fallen on hard times, full of regret and ruminating, with nothing but baked beans for company, the questions and answers entwined in the ginger shrubbery beneath his chin.

There's something, of Wayne. The Philosophical in all of us today because, in real life, as in marketing, men face big questions concerning their purpose, their future and the meaning of it all. The plain abundance of the era demands an intellectual response. In tough times, men are prone to withdraw from the world and look within for answers. Turning from the material to the spiritual often results in reduced attention to everyday habits and rituals. Shaving

is usually the first thing to go, along with leaving the too neat down and remembering to phone your mum.

Perhaps that's why the beard is the big look right now. From pop stars (Fleet Foxes, Devendra Banhart, Benne "Prince" Billy) to models (French Connection's "The Man" campaign and Patrick Peltjean in GQ Style passes) to blokes down the pub (particularly if you live in Dalton, Manchester or Kreuzberg), the searching, substantial man prefers to let it all grow today. Even footballers are doing it.

The most popular look at the moment is somewhere between a two-day stubble and a full beard, says leading London barber

110 GQ STYLE



Ben Hill by Cedric Buchet, Fall & Winter 16/17

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