



NOW IN HOUSTON

Sorek Barbershop and Menswear owner Jason Gourd

GROOM ROOM

CLEAN-CUT

By Mellanie Perez // Photography by Wes Edmonson

When meeting Jason Gourd, owner and founder of the new **Sorek Barbershop and Menswear** (2106 Dallas St., Ste. 100, sorek.co) in East Downtown, one would never guess he was once a traveling guitarist in a hardcore metal band. The 24-year-old says it's like looking at "bad pictures from high school," but he doesn't deny the stint is what led him to find his passion in the hair industry. "It's parallel to what I love about the music industry—it's all about the people," he says. As touring slowed, he became more grounded in the Houston scene. That eventually led him to becoming the director at Emmanuel Salon in Sugar Land and, more recently, to dreaming up his own concept. "I created it to reinvent the old-fashioned American barbershop, to offer not only an elevated experience, but also a more sustainable future for barbers themselves." He's doing this by straying from the slew of Prohibition-era, whiskey-barrel watering holes and has instead created a 1,700-square-foot, lofty, midcentury-modern concept with a strong retail element, designed by award-winning Texan architect Michael Hsu. Aside from offering traditional services like men's haircuts, straight-razor shaves and beard grooming, the shop includes grooming products by the likes of The Cardinal Brand and more. Even more notable is Gourd's collaboration with Austinite Rick Soto of Soto & Co., who nestles a little bit of his custom-suit empire in the shop. "That made-to-measure custom suit experience will be a huge asset to the barbershop," Gourd says. Although "Sorek" stems from the famous Bible story of Samson's illustrious hair—and Delilah, the woman who cuts it off, the shop's much more. "It's rooted in hair, but when you see Sorek, you don't automatically think 'barbershop.'"

FAB 5

HIGH TIDE

As spring heats up and H-Town prepares for the summer sizzle, Galveston offers a refreshing escape from the city swelter. Here are five pieces of food, retail and cultural news fresh off the island. —RD

1 EMBOLDENED ELEGANCE BOUTIQUE

Breezy summer dresses, rompers and elegant casualwear fill the racks at this boutique, which opened last year. They're perfect for summer beach house parties. emboldenedboutiques.com

THE MAKEUP BAR BY SKINSATIONAL

These Galveston-made cosmetics can be ordered online, but stop by the shop to let owner Regina Hartnett create your own custom formula bath salt or body butter. skinsationalbodyproducts.com

3 THE QUARTERS AT THE TREMONT HOUSE

Galveston's historic 1839 hotel has opened a set of new luxury suites, offering full living quarters. Rates and availability upon request, 409.763.0300, thetremonthouse.com

TALL SHIPS AMERICA

This festival features six historic sailing ships, including Galveston's own Elissa, and docks in the Gulf for the first time. April 5 to 8, enjoy tours and exhibition sailings near Pier 21. tallshipsgalveston.com



Galveston's historic three-masted barque, Elissa, was launched in 1877.

5

VARGUS CUT & CATCH

Juan and Denise Vargas, whose father owns longtime favorite Rudy & Paco, open a new concept this summer. The menu puts a fresh spin on prime steaks and seafood sourced from both the Gulf and international waters. rudyandpaco.com

GALVESTON/ELISSA PHOTO COURTESY OF GALVESTON CONVENTION AND VISITORS BUREAU