



The winner by a whisker

Golden boy Bradley Wiggins has put facial fuzz firmly back on the fashion agenda. We ask the godfather of sideburn style, Noddy Holder, how to get the best bristles



NODDY'S TOP TIPS

- Start with the beard; grow that really long and big and bushy, then shave the front and trim the sides into shape
- Get a good pair of trimmers; you can get some good ones now
- In my day we didn't have conditioner, but I think you could use that now
- Use gel to create some shapes and pattern
- Think of it as creating a nice privet hedge and you can't go wrong

The Diary

SIDEBURNS SPECIAL WITH DIANNE BOURNE



In association with **Manchester Central** Friday Sept 7-9th girlsdayoutshow.co.uk

SLADE star Noddy Holder says he's more than happy to pass the baton of owning Britain's most famous sideburns to cycling hero Bradley Wiggins.

Bradley yesterday name-checked Noddy as he won his record-breaking Olympic medal saying: "I saw all the people wearing sideburns along the route and it was mad."

"I don't think they have been this popular since Noddy

Holder". It led to Cheshire-based Noddy TRENDING on Twitter – and the famously hirsute rocker tells The Diary he's been besieged by texts ever since.

Noddy says: "I think it's really funny."

"He's a good-looking chap so it's great if people think we look alike – in fact he could be my love child!"

"One of many I may have had years ago!"

Bradley confirmed yesterday that, despite an earlier pledge to shave the sideburns if he won the Tour De France, he won't be parting with his facial fuzz anytime soon, saying: "Nah, I'm keeping them."

And while Noddy is impressed with Wiggo's sideburns, he reckons there's still some way to go for him to emulate full-on Holder hair.

Noddy says: "His sideburns

are good but they're not as big as mine were in the Seventies, but I'm sure as he gets older his will get bigger."

"Bradley's look, with his cropped hair, is a bit like my look in the late Sixties, so maybe I've started a trend."

"His achievement is brilliant – he's done amazingly well and it's fantastic that he's now our greatest Olympic medal-winner."

Noddy admits he only started growing his sideburns back in the Sixties because he was 'lazy'.

He chuckles: "I like the look and I was quite lazy really and didn't want to shave every day. And no one else really had them at the time."

FOR those fellas struggling to create a natural sideburn, some rather extreme help is at hand.

For men can undergo sideburn TRANSPLANTS at a Manchester clinic.

Hair transplant surgeon Dr Asim Shahmalak (right) of the Crown Cosma Clinic near Manchester Airport usually performs hair transplant operations for chaps wanting to sort out baldness on top of the head. But he reckons he's now getting calls from fans wanting to look like gold medal hero Wiggins with lustrous hair on their cheeks too.

He calls it the 'Wiggo effect' –



after the popular nickname of the pedalling hero from Ecclestone, near Wigan. Dr Shahmalak said: "Lads want to look like their sporting idols but

sometimes nature needs a bit of a helping hand. Many men have patchy beards and can't grow a fine pair of mutton chops like Bradley Wiggins.

"We have noticed the Wiggo effect at the clinic ever since Bradley started getting mega popular – and particularly in the last month with the Tour de France and Olympics."

"We expect lots more now he has won Olympic gold."

"These kind of operations can do wonders for boosting men's confidence." Dr Shahmalak says he's already performed one such £3,000 operation on a 48-year-old farmer.



BARBERS in Manchester reckon Bradley Wiggins' success and new high profile could lead to a surge in sideburns.

Over in the trendy Northern Quarter in the city the beard has been the biggest fashion statement in recent times, but the Wiggo look could soon overtake it.

Damian Feeley (above), manager of Maclures barbers on Hilton Street, said: "It's hard to shape sideburns yourself, and we get lots and lots of guys in who are very attached to their sideburns and are very funny about them being cut precisely in the shape and style they want them. Even down to the exact width!"

Damian says the best way to get decent sideburns is to get a beard first – and then get a professional to shape the sideburn in.



SO the sideburns may be stuck on, but here's Inspiral Carpets star Clint Boon (right) showing why he keeps getting mistaken for cycling star Wiggo.

Since Bradley won the Tour de France and now the Olympic Gold, XFM DJ Clint tells me the jokes have been flooding in about his similarity to the Mod-style sportstar.

Clint says: "I've been getting a lot of people on Twitter saying me and Bradley Wiggins look alike. I do see the similarity. The long nose and

the short moddy fringe. But apart from the looks and the love of music, I don't think we've got much in common."

Clint tweeted Bradley after his historic victory to say: "Are you my brother? People say we look alike. I'm OK on a bike too. Rubbish at wheelies though."

Wheelies aside, Clint confirms his cycling skills do extend to riding no-handed and bike maintenance.

He laughs: "I'm good at mending punctures. Maybe I could be Bradley's roadie!"

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