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# FASHION: ALL

February 12, 2008

PROFILES

## Touch Down

**A new men's shoe line debuts at New York Fashion Week and proves old-school can still be young at heart.** By Jason Wilson


 shoes  
 mens shoes  
 footwear  
 designers

No well-dressed guy wants to wear shoes that appear to have been pinched from his dad (no matter how dapper he is). The young dude dress shoe is an elusive sort, especially the kind that still fits in perfectly with denim and a pea coat at Sunday brunch.

Thankfully, designer Wells Stellberger knew exactly what was missing in the men's footwear category, and his response—a small line of footwear called Heutchy—immediately piqued the interest of childhood friend Sam Shipley, one half of the new men's and women's wear collection Shipley & Halmos. "We started our first T-shirt company together when we were 13 years old," the designer says in regards to Shipley, who recently asked his old school chum to provide the footwear for Shipley & Halmos' latest presentation at New York Fashion Week.

Both natives of Crest Butte, Colorado, the designers were happy to join forces again. "Working with Sam and Jeff [Halmos] has been a wonderful experience," Stellberger says. "Both lines are aesthetically on the same plane."

For its inaugural collection, Heutchy offers a limited selection of styles that convey a perfect balance of simplicity, comfort, and originality. "This collection's focus is on clean, simple shapes and interesting materials to create a staple shoe for every man's wardrobe," Stellberger says. The fall '08 line features five styles (including one exceptionally cool short boot), all produced in Spain, and constructed from fine Italian leathers and matching Japanese canvas available in black, gray, and a stormy dark blue. "We want these shoes to have character, and become more beautiful each time you wear them," the designer adds.

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When asked about his customer, Stellberger refers to a gentleman somewhat like himself. "He's a guy who buys pieces knowing he'll wear them for a long time," he says. So maybe, his worn-looking shirts are tailor made. His old paint-splattered jeans are crafted from of a rare selvedge that only a denim connoisseur could find, and his shoes are Heutchy. "The truth is," Stellberger says, "this is a guy who actually knows what he's doing."

From \$250. For information and availability for fall, go to [www.heutchy.com](http://www.heutchy.com).

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February 14, 2008

OBJECT LESSON

## Get Framed

**Earnest Sewn prepares to welcome a whole new spectacle to its Meat-packing district digs.** By Jason Wilson



eyewear  
glasses  
designer  
collaboration  
shopping

Hot on the heels of the well-received **Trovata** and Van Cleef & Arpels shop-in-shops, Earnest Sewn, the premium denim purveyor, is devoting its Back Room space to the patriarchal eyewear company **MOSCOT** this April. The new installment will launch the two brands' collaborative collection of co-branded Buffalo Horn MOSCOT Lemtosh frame specs. These one-of-a-kind styles are designed with real glass and colored lenses just as they were 70 years ago. Copper hardware adorns each pair, a detail which hearkens to the denim label's signature copper buttons and affinity for American craftsmanship. For those who aren't marching to Elvis Costello's drummer, a blond Lemtosh frame, exclusive to the collaborative collection, will be available, too. And for bragging rights, each pair will also be numbered for authenticity.

"What attracted us to MOSCOT is their rich New York City heritage and design aesthetic," says Scott Morrison, founder and designer of Earnest Sewn. "Their dedication to customer service through quality product and expertise is a philosophy we strongly believe in."

Mr. Hyman Moscot opened his first store at 94 Rivington Street in a not-even-close-to-gentrified LES in 1915. The shop relocated to its permanent home at 118 Orchard in 1951 after son Sol took the reigns. To commemorate Mr. Moscot's first entrepreneurial gambit, Earnest Sewn's 420-square-foot installation space will be designed in homage to MOSCOT's initial Rivington location, a shop that once gave the gift of sight (and cool) to Buddy Hollys, Johnny Depps, and plain old ladies alike. In April, you can see for yourself.



The original MOSCOT location at 94 Rivington, Mr. Hyman Moscot

An Earnest Cut & Sew, 821 Washington Street; 212-242-3414. MOSCOT, 118 Orchard Street; 212-477-3976.

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March 12, 2008

JUST OPENED

## French Bred

**April 77 and Jerome Dreyfuss join the ranks of Paris's boutique bastion.** By Jason Wilson

### Jerome Dreyfuss

Despite the escalating euro, there are two more reasons to hop the pond in search of some uncommon French finery. Lookout 6ème arrondissement—luxe handbag designer **Jerome Dreyfuss** has just broken ground on rue Jacob in the splurge-worthy Saint Germain shopping district. "It's a great opportunity for me to show my client the universe of the label," the designer says. "Plus, I was dreaming of that exact location for years...and I hope to be able to seduce women for a long long time with my work." Conveniently, his wife fellow fashion designer Isabel Marant's boutique is located right next door.

Designed by Dreyfuss and an architect friend to resemble a modernist locker room, the 400-square-foot boutique features "lots of Jean Prouvé or Charlotte Perriand-style platform benches." Perhaps the most in demand will be the trash denim and tie-dyed totes that hang from the wall like boxing gloves—but no need to duke it out, ladies, there's plenty of Jerome Dreyfuss here to go around.

**Jerome Dreyfuss**, 1, Rue Jacob, 75006 Paris, France, 33-1-4354-7093.



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### April 77

Just across the Seine, fashion and record label April 77 has just taken up residence in a retail space right down the block from the company's headquarters. Designer Brice Partouche tapped interiors guru Steven Thomas after reading a book on Biba, the '70s retail monolith that Thomas also designed. The circular space recalls a turntable with its dark vinyl-esque floors and gleaming steel beams, a choice that complements Partouche's rock-n-roll-inspired, super-skinny unisex denim styles and fitted double-breasted blazers. Vintage radios are stashed throughout the crammed displays to further address the line's affinity for the chicest beats.

**April 77**, 49, Rue de Saintonge, 75003 Paris, France; +33 (0)1 4029 0730.

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April 3, 2008

JUST OPENED

## Front St.

**Endovanera finds a new home on Glendale in Sunset.** By Jason Wilson



David Hershberger and Mitch Moseley, the twin brains of **Endovanera**, have found a new niche for their collection and production studio in the newly designed Front St., nestled near the bridge on Glendale. "I really wanted to merge all my avenues of fashion together into one place (design, production, and display) in order to fully translate my message as it was originally intended," says Hershberger. Opting out of the dismal, heavily trafficked storefront space, the designers chose an inconspicuous location that would suit their vision of a minimalist studio gallery. "We like to remain a bit under the radar and allow people to seek us out," says Moseley. Despite the discrete location, there will be no shortage of rail-thin hipsters to pay the sartorial toll—Front St. will keep the same hours as its neighbor, L.A.'s indie music bastion, the **Echoplex**.



The designers are most excited about returning to their original fashion roots, "making custom jeans out of an old boathouse for friends," says Hershberger. This month however, they graduate from a boathouse to a

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spacious gallery appointed with custom hand-welded racks and antique French clocks and lighting fixtures. Along with the full range of items from their collection, each of **Endovanera's designs** from current and past seasons will be available for custom construction at Front St., where shoppers can browse a library of over 100 fabrics and hardware selections. David himself drafts custom patterns and carefully sews samples using an heirloom sewing machine in the open studio. "Letting the consumer see this allows them to appreciate how much work is involved in each garment," says Moseley.



Having been focused on their growing wholesale side over the past few seasons, Hershberger and Moseley were unable to fully delve into the bespoke aspect of their business, that which was their initial cornerstone. But the tide has turned. "Providing this service to customers allows for the label to retain the grassroots exclusivity we constantly strive to maintain," says Moseley.

*Front St., 1154 South Glendale Boulevard, Echo Park; 213-413-6666.*

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April 10, 2008

OBJECT LESSON

## Armed Forces

**A Paris-based designer gives an old army sack new work to do.** By Jason Wilson



paris  
accessories  
new stores  
shopping  
bags

It doesn't take a particularly design savvy person to make good use of a gently used street find, say a bookshelf with kid scribbles or a keyboard minus the 'N' key. But if you're designer Yahia Ouled-Moussa, the old adage about trash leading to treasure more than holds true.

The Paris-based interiors-furniture designer has made a name for himself crafting thoughtful furnishings, clothing, and household items out of old shoes, found porcelain jugs, and sturdy linens. "It's always the materials that first attract me," Ouled-Moussa says of his cultivation of bri a bras into high art. According to the Algerian-born designer, his inspiration springs from "the quality and textures of fabrics like 'matiere brute' or the pureness in a certain material."

Lately, the designer has kept himself busy, filling his 17th Arrondissement gallery-boutique, Yoming, with all of his reinvented apparel, furniture, and sculpted objets. But the most tempting of his creations is also one of his simplest—the Grand Sac (and its smaller counterpart, the 4x4 bag) is crafted from old French army sacks that have been smartly deconstructed. In the same fashion as many of the other in-

store finds, these modern army bags are reshaped from scratch using the original raw material. Oxidized silver hardware, stenciled text, and matching canvas tote straps are added for a more city-friendly feel...perfect for a tour of duty or Whole Foods. Take your pick.

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The Grand Sac, \$150 Euros, and the 4x4 Sac, \$100 Euros, are available at **Yoming**, 95, rue Nollet, 75017 Paris, and on their website, [www.yoming.fr](http://www.yoming.fr).

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April 23, 2008

OBJECT LESSON

## Low Down

The new footwear line **3:33** gets down with an old classic. By Jason Wilson



In recent years, casual crazed fashionista's and brand juggernauts alike have granted immortality to Chuck Taylor's classic Converse. Although the iconic brand's comfort and subsequent legion of knockoffs are next to none, there are still some shoe designers who can successfully conflate comfort and casual, without the help of the omnipotent Mr. Taylor. Thankfully, the good sirs at Los Angeles-based **3:33 Footwear** had the trend foresight to tread, "confidently beyond the dilapidated definitions of a fractured culture in the digital age," according to their website. Their inaugural collection of signature unisex lo- and hi-top styles are each inspired by three of the most comfortable innovations in footwear, the house slipper, the moccasin, and the classic beat-up sneaker.

The 3:33 Lo-Top embodies the brand's, "obsessive compulsion to clean details and the finest quality materials." Each pair of shoes is constructed in Portugal using fine suede, leather, flannel and canvas. The insides are lined entirely with a thinner and more malleable pig leather. The signature quilting on each pair lends the touch of refinement

that pushes the envelope from undergrad to workaday hip. Making these sneakers a bit more acceptable kicked up on the conference roundtable.

**3:33 Footwear**, from \$195, available in Los Angeles at **American Rag CIE**, 160 South LaBrea Avenue, 323-935-3154; and in Brooklyn, New York at **Gargyle**, 147 Front Street, 212-718-246-5813.

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April 29, 2008

JUST OPENED

## Assembly New York

A fresh men's shop with an old-meets-new point of view. *By Jason Wilson*



As the beast that is the menswear market continues to sprout newer and more lucrative tentacles, shop owners are casting stronger nets with which to tame it. This week, Greg Armas, former master of L.A.'s **Scout**, braves the NYC retail wilderness equipped with an aptly named bridle, **Assembly**. An avid vintage collector and former gallerist, Armas compiled an attractive collection of classic and contemporary men's clothing, antiques, and vinyl in a bold attempt to disseminate a style rather than singular must-haves. Armas's assemblage focuses on "concepts with a history and reference outside of the contemporary that creates a quality beyond the current trend-driven market." Translation: His vision is readily apparent as soon as you walk in the door.

**Ksubi** fishnet-knit sweatshirts blend perfectly next to a vintage black-velvet waistcoat hand-painted with a pointillist stagecoach motif. A bright pair of kente cloth sneakers rests above a rack of **Endovanera** jackets. Nearby, in a basket on the black hardwood floor, a pair of cerulean Stacey Adams trainers beg to be tampered with. Culled from shopping trips throughout Europe and Japan mostly, the shop's vintage selections threaten to eclipse the **Corpus** and **Rachel Comey** duds. "With vintage, you have all these amazing fabrics predating synthetics that are impossible to create anymore, unless you're a YSL or Dior." Case in point, a vintage winter-weight cardigan looks as if it could be the grandfather of the Henrik Vibskov aztec-inspired knits.

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Armas plans to elaborate on his particular brand of retail authenticity through a series of collaborations. "I'm excited about working with a lot of the designers on projects exclusive to Assembly that reach beyond clothing into objects, music, and the obscure," he says. A set of Austrian turntables and meticulously selected rare vinyls already compliment the fantastically tattered Led Zeppelin, Stevie Wonder, and Nirvana concert T-shirts. And though the store will also host a rotating exhibition of women's accessories, this gathering is essentially just for the boys. "Men taking an interest in their reception is important," says Armas. "As in nature, it's the male who usually has the responsibility of attracting the mate."

*Assembly New York, 174 Ludlow Street (between Houston and Stanton streets); 212-253-5393.*

*Photos by Piera Gelardi*

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## FASHION: ALL

May 16, 2008

PROFILES

### Made of Honor

**Joanne Reyes makes the everyday dress its own special occasion.** By Jason Wilson



"I've always known that one day I would like to spearhead a new design development, but in time," says Joanne Reyes. "I didn't expect it so soon, but sometimes things just happen, and you just go with it."

Following her own advice, Reyes, has diverted all of her ingenuity into her new label, **Vicente Villarin**, a stunning, couture-influenced homage to Reyes' grandfather, Vicente Villarin. As an early 20th-century composer, Villarin's artistic legacy and love of family has instructed his grand-daughter's newest design endeavor. "He loved to travel and was inspired to create and share his work with others," Reyes fondly remarks. "I've inherited the same approach, and there's definitely a reflection of him in the brand."

Reyes, whose resume is a Who's Who of couturiers, including J. Mendel, Ji Haye, and Monique Lhuillier, recently debuted her fall 2008 collection, the second in what is sure to be a promising run. The designer notes that one of her aims with the collection is to conflate couture fabrication and refinement with the accessibility and ease of ready-to-wear. Citing the "romanticism of sculpture" as an influence, Reyes, paid special attention to the classic architectural and sculptural masterpieces during travels to Paris and Florence. The fall collection was conceived using an, "artist's approach, with a focus on the arrangement of objects in rectilinear and curvilinear silhouettes." Though the vocabulary might confound, one look at the collection will clear up any confusion about what's at hand.

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Each of Reyes's looks illustrates the beauty of the female form, construed through a textile re-intepretation of an architect's mediums: stone, metal, and earth. A metallic-embossed black high-waisted skirt resembles the shiny black surface of freshly polished marble. A bronze rectilinear coat straightens the body in an arresting column. And a copper, twisted "tulip" cocktail dress ends demurely above the knee, the fabric covering the waist and upper torso is folded and tucked in such a way to mimic a Corinthian frieze. The designer's hand-pleated, silk chiffon gown glistens like chiseled onyx, draping from a rippling, layered bodice atop an empire waist. For this look, the model stands head high with her hair pulled back like a Hellenic deity. Persephone maybe, majestic and terrible, carried away on the River Styx, returning from the underworld to greet the spring.

**Vicente Villarin**, available exclusively at Des Kohan, 671 Cloverdale Avenue, Los Angeles; 323-857-0200. For more information, go to [www.vicentevillarin.com](http://www.vicentevillarin.com).

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June 3, 2008 12:10 PM

ON THE VERGE

## Cloak and (not so much) Dagger

By Jason Wilson



Just when we thought the best cloaks were strictly relegated to Hogwart's middle schoolers and megalomaniacal comic book villains, **designer Lindsey Thornburg** goes ahead and creates a non-fictional and even covetable option. Inspired by Thornburg's trips to the heights of Machu Picchu, the cloaks, which range in size from full to mini, are made of a Peruvian-inspired printed wool blend with silk linings. We're so in love with them that we had to blow the whistle right now, despite the 85-degree temperature and impending summer. And, yes, we are fully aware that overdressing in extreme heat is a symptom of schizophrenic dementia.

For more information and availability, go to [www.lindseythornburg.com](http://www.lindseythornburg.com).

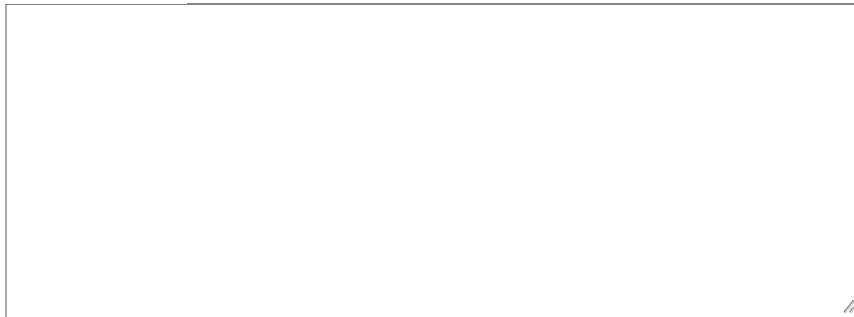
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June 10, 2008 11:07 AM

ON THE VERGE

## History Boys: Claude Grant Channels the Beats



In the 1950s, Americans took many brave, wide steps in the ongoing expansion of the national waistline (i.e. tuna casserole, fast food, TV dinners). Even as girdles yawned and warped, the strides forward in men's fashion were small in comparison to the processed foods revolution. Love "**Mad Men**" as we do, the real innovations in men's dress aesthetics were left to the unkempt, dropout, noise-making beatniks that populated the step-down coffee shops of Bleecker Street.

**This fall, novice designer Claude Grant translates the original hipster style for today with his namesake men's collection.** By tweaking traditional proportions and embracing the true waist and the pleat, Grant's foray into menswear injects a much-needed history lesson into casual sportswear. "It's a little quirky and enigmatic but made to very traditional tailor standards," Grant says. "I want to make clothes that work in various occasions; clothes that will kind of fit in [but still] kind of stand out." Currently, the NY-State-bread, F.I.T.-trained designer is only offering his work through scheduled fittings at his West-Village studio. However, a positive reception at several trade shows this season has Grant thinking about retail possibilities. In the meantime, our favorite piece from the collection, which

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June 27, 2008 1:33 PM

PARTY ON!

## Rogan vs. A/C: Stipe and Friends Get Hot

By Jason Wilson



Left to right: Rogan Gregory and friend, The Bouwerie Theater complete with cardboard VHS players.

Last night, Rogan set the stage at its new Bouwerie Theatre digs, for an epic confrontation between the namesake designer, Rogan Gregory (perhaps the most laid-back clothes-maker this side of Scott Sternberg) and R.E.M.'s Michael Stipe. Guests guzzled Barefoot Bubbly Champagne and Saporro beer before taking to the streets, spilling down the stairs away from the sauna-like interior and into a fashionable pile mimicking Stipe's cardboard radio facsimiles. Beastie Boy Mike D, Coldplay's Chris Martin (looking conspicuously inconspicuous) and Gregory himself, could be seen, escaping the sweltering gallery. "There is a fucking A/C in there," he said. "It's just the people, they give off so much heat." True that.

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Left to right: Matt Shuster (*Thom Browne, duh*), Steven Rojas and Molly Williams.

From now until the end of July, the store will host Stipe's stunning installation of steel-cast cassette tapes, Holga and Polaroid cameras, and cardboard VHS players. It's another surprising mix of retail and art, one that sits well with Rogan. "Your space is a true expression of who you are. I think the beauty of retail is that you can actually buy into an aesthetic." He continues, "Often with art, you can't afford it and it's very difficult to buy into it. But with this, I like to give people the opportunity to get involved, even if it is just buying a T-Shirt." The excellent cast 'relics' on display are emblematic of the infinite progression of technological and entertainment devices, and as was the case last night in the sweltering space, they double as excellent heat conductors.



Left to right: Mike D and Johnathan Lawhorne (*Teen Vogue*).

Stipe and Rogan have known each other for years, each feeding off the other's creativity. "A lot of people go for the obvious stuff we do, but he understands what I feel is the more fundamental product," Gregory remarks on the collaboration with friend. "I've always gone for that interdisciplinary approach—I do clothing, I make paintings, I do sculpture. He's been talking about making objects for a couple of years now. I really liked his stuff and I felt it just fit perfectly into the space."

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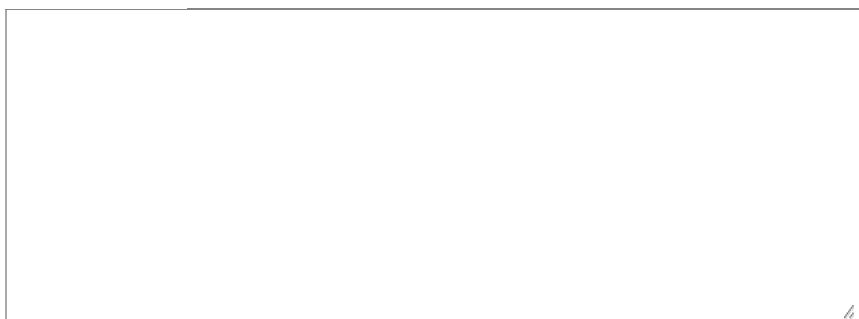
Left to right: *Rajni Lucienne* (*Nylon*) and *Lizzy Fortunato*, jewelry designer.

As for the festivities themselves, Rogan said, "I don't like to throw a party for party's sake. I like to do things that are more like, 'What The...?'" There was plenty of that to go around. However, we did pine for the **forty-ounce bottles he offered at his opening party the other month**. Quote the host, "It was a little different crowd this time, we wanted to keep it under control. The Forties weren't good for that. People drink a Forty and it's really a fucking party, you know? But I think we'll do it again, because I'm a *big* fan of Forties."

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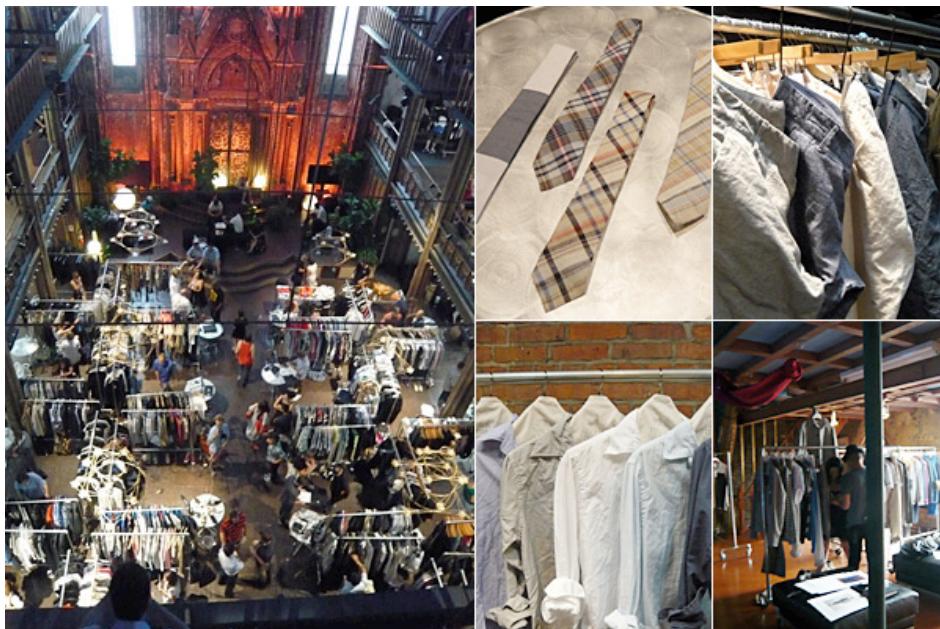
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TREND WATCH

## Capsule: Open Your Mouth and Say, "Market"

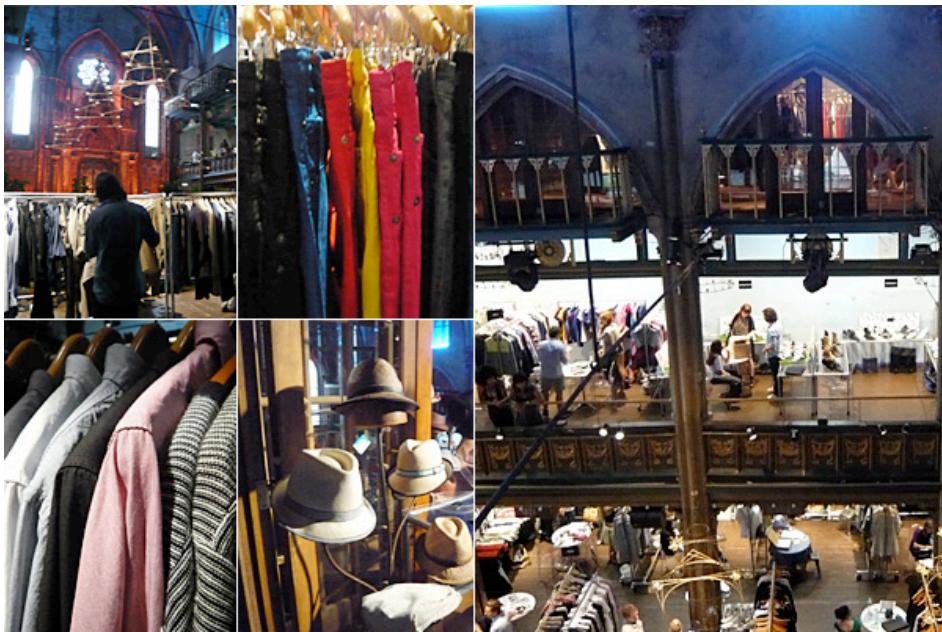
By Jason Wilson



This week, **BPMW**'s signature brand of fashion pharmacology, (**Capsule**), offered us industry heads a much-needed menswear booster. As one of the seminal events that has helped to define men's fashion week for the past two seasons in New York, the Pimps installed their fashion altar once again at the Lower East Side's **Angel Orensanz Center** (a former synagogue no less) giving menswear followers this side of the Atlantic a place to genuflect. It's no **Pitti Uomo**, but then again, it's no **Magic** either (thank God).

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Several newcomers filled the space and the better veteran lines showed some innovation as well. The recently launched [April77 Records](#) collection is putting a little rock and roll in your closet and your ears. Aside from hawking their nylon wind breakers and some very not-so-square shifts for girls, the designers plan to give away LP's with a purchase of each garment. Save Khaki's SKU line wins our award for comfort factor offering a comfortably conservative collection almost entirely composed of fabrics that defy the hot hot heat such as chambray and twill. [Cassette](#) displayed denim in so many colors we needed a Pantone chart just to name them all, and [YMC](#) upped the ante with their patterns for next spring (the snakeskin-print sneakers were a fave).

The real show stoppers though all had one thing in common—resurrection. Perhaps our favorite of the day was the [Mjölk](#), a line that tweaks the familiar formal silhouette with a touch of futuristic fop. Think Yale, 2080. Christopher Nying and Jockum Hallinn of [Our Legacy](#) wowed with their varsity sweatshirts, faux-vintage fatigue trousers, grandpa oxfords, and other preppy looks culled straight from the history books. The 30-year-old retail veteran [Penfield](#) is back in the race with amazing color blocks on everything from windbreakers to color-paneled gingham shirts. All in all, we were sated by Capsule (though we could always do with another dose.)

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TREND WATCH

## Hard Casual: Nicholas K Spring/Summer 2009

By Jason Wilson



Tuesday, **Nicholas K** presented a fastener-friendly collection of casual looks with a hard edge. Outerwear is definitely the designer's strong suit, as the jackets and ponchos shown on the runway proved in their unconventional, yet mature varieties. Sky-blue nylon and orange-twill coattails billowed behind the models stalked and jackets were cut short and wrapped around with belted ties.

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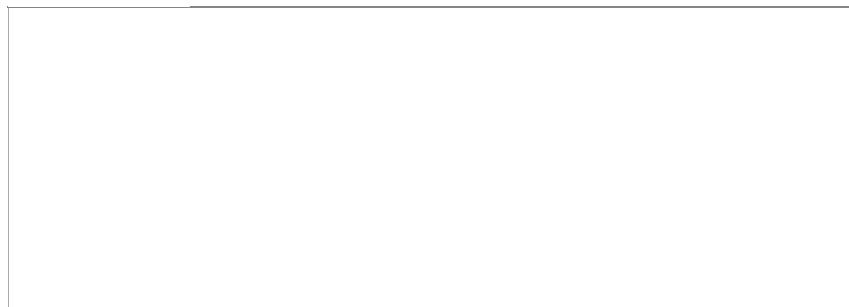
A nylon patchwork coat stood out and a shimmery windbreaker riveted with fasteners added a tinge of punk to this generally adult collection. Off-center zippers and closures spruced up the designer's other strong suit—knitwear. A black-and-brown marble-cotton-and-linen blend sweater stood out as did a striped zig-zag double-breasted sweater. As an interesting nod to the conventional, most of the aforementioned billowing and fastened garments were layered over more traditional button ups, T-shirts and slacks. Overall, the collection appeared as an attempt to bully around the typical workaday wardrobe—so the results were bound to be mixed whatever the talents of the creators. Still, the corporate bosses can't fire you for wearing a jacket, can they?

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## Spurr Fall/Winter '09—We Have Lift Off!

By [Jason Wilson](#), Photos by [Lianna Tarantin](#)



During yesterday's presentation of his fall 2009 collection, designer Simon Spurr, humbly remarked, "**I don't know whether you'd call us an up-and-coming line or a young line.**" Either way you slice it, the momentum is picking up and Spurr's fall 2009 collection is a testament to the tightening of the label beyond the revamped logo. Inspired by Stanley Kubrick's 2001: A Space Odyssey, the collection offered sharp masculine lines cut from traditional men's fabrics like twill, gingham, and double-faced cotton. With accents of raspberry and signature camel looks, the controlled color palette gave the collection a true sense of strength. Our favorite looks included a black cotton suit coated in latex to give it a deep-space feel, a raspberry bomber with a zip away lapel, the puffy down Odyssey Jacket, and an updated peacoat with a modernized off center-zip closure. The accessories offerings ballooned this season with a deerskin sports bag, cashmere scarves, and a leather driving glove. Spurr seems to be gearing up for a long fantastic voyage in the galaxy of luxe. Let's just hope this

years economy is a bit friendlier than HAL.





*On left: Liz*

Doupnik- fashion forecaster, WJSN;