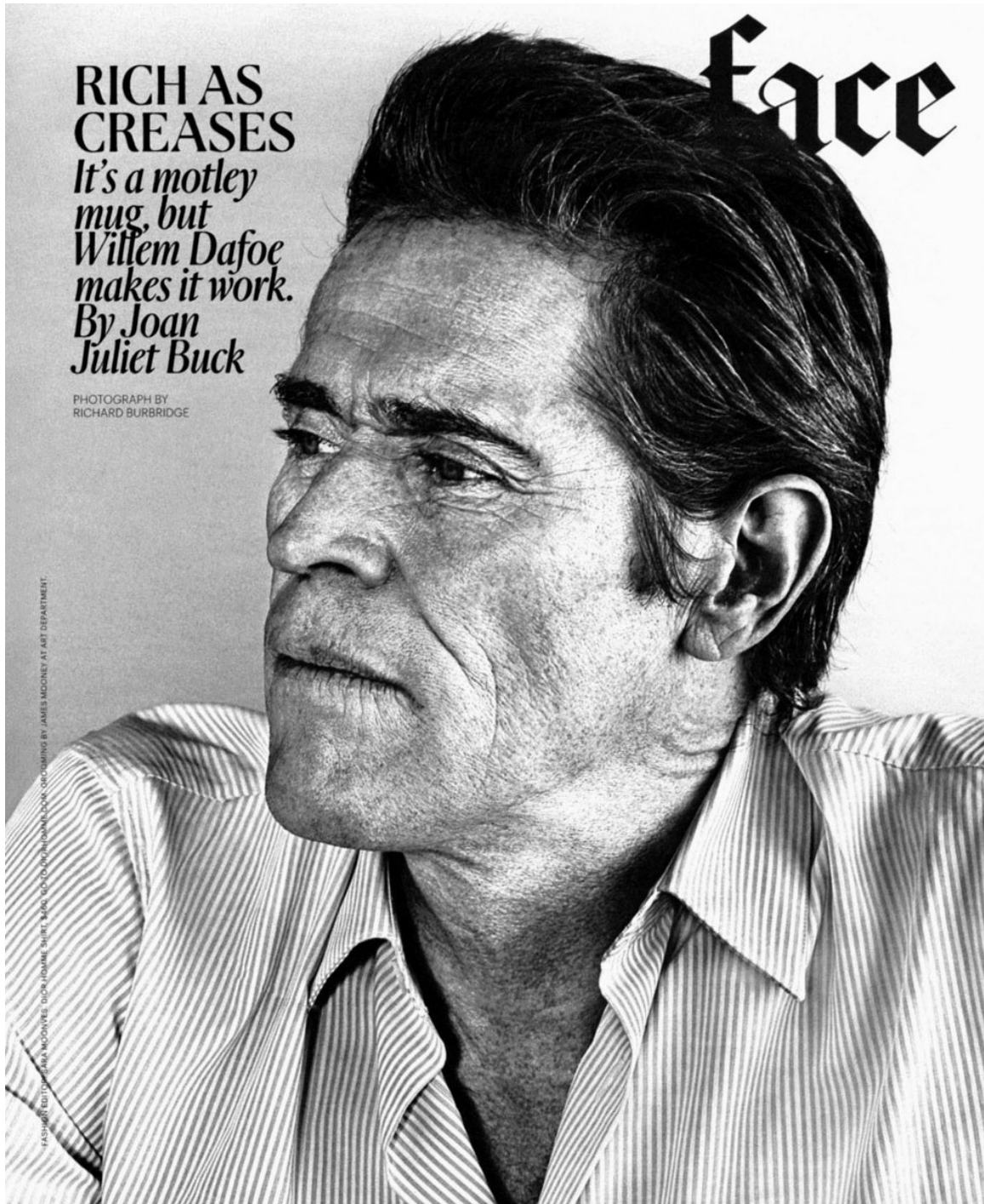


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The image is a full-page reproduction of a GQ magazine cover. In the center, actor John Slattery is walking towards the camera, wearing a grey suit, a blue and white checkered shirt, and a striped tie. He has short, grey hair and a serious expression. The background is white. Behind him are large, stylized letters 'G' in blue and 'Q' in grey. Text is arranged around him: 'Our First Ever Style Bible' on the left, 'Everything A Man Needs To Look His Best in 2012' below it, and 'STARRING Dave Franco Drake AND THIS GUY, John Slattery' further down. On the right, it says '*Special Issue' and 'Introducing THE GQ 100 YOUR ULTIMATE SOURCE FOR THE BEST CLOTHES, SHOPS, TRENDS & SMART TIPS ON HOW TO PULL IT ALL TOGETHER'. At the bottom right is a barcode with the date 'APRIL 2012' and prices '\$4.99 US \$5.99 FOR 0.4'.

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LIBERAL LEANINGS
Brown's transcended its ultraconservative rep, so don't be afraid to trade the spread collar for something a lot less buttoned-up, like a thin-striped polo or a blue chambray shirt.

THE SUIT RULES 2012

- Suit \$1,295 and pocket square **Z Zegna**
- Shirt \$52 **Topman**
- Tie \$59 **Club Monaco**
- Shoes \$895 **Bally**
- Socks **Pantherella**
- Tie bar **The Tie Bar**

Where to buy it?
Go to gq.com/go/fashion/directories

NO. **96**
BROWN IS HAVING A MOMENT. YES, FOR REAL.

► HOLLYWOOD'S FRESHEST ROOKIE, **DAVE FRANCO** (DON'T CALL HIM LI'L JAMES!), BREATHES SOME LIFE INTO THE BROWN SUIT, PROVING IT DOESN'T HAVE TO LOOK SO, WELL, BROWN

♦ LAUREN BANS

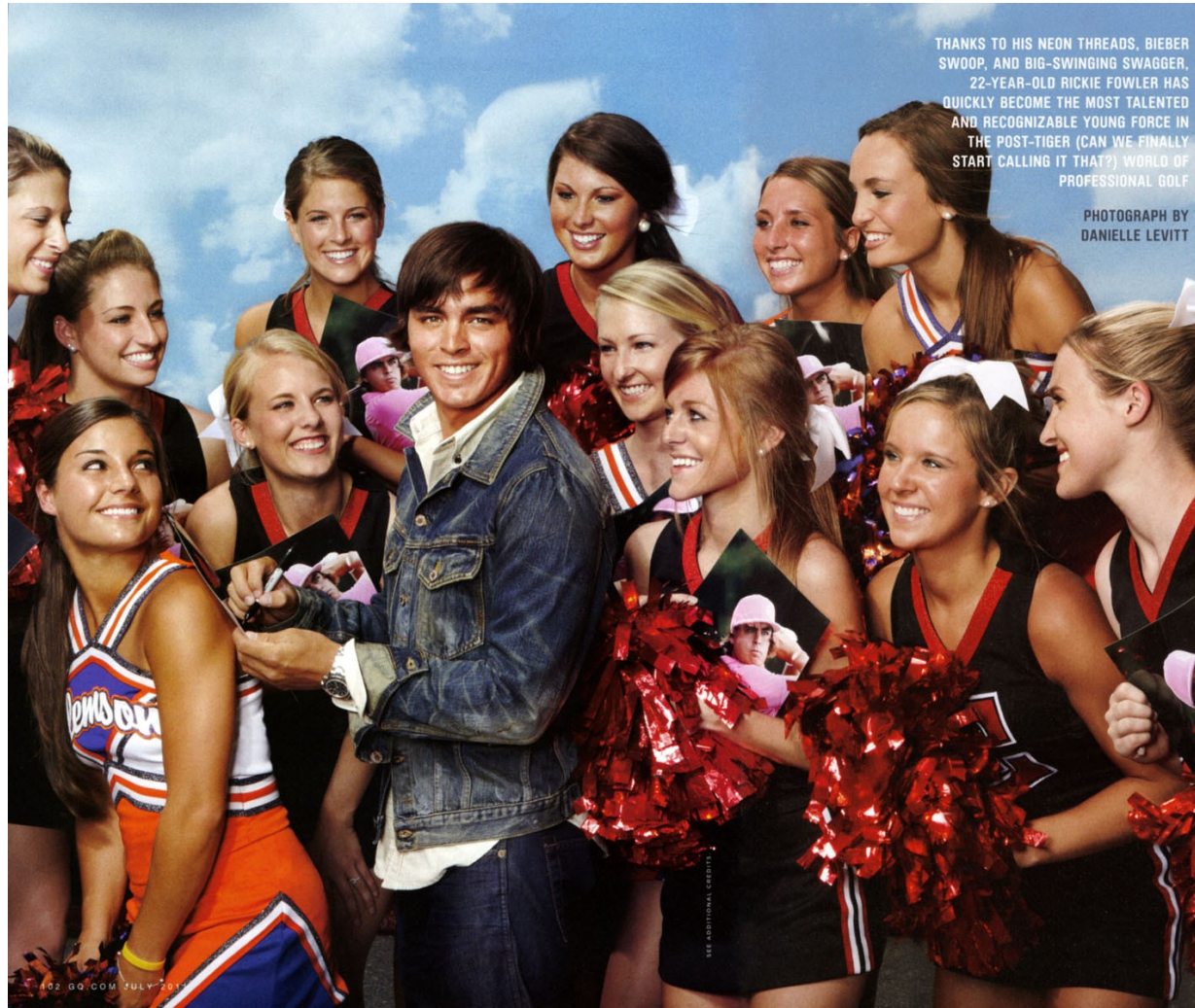
SEBASTIAN KIM

APRIL 2012 GQ.COM 133

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Back in April, just days before his Masters debut, 22-year-old Rickie Fowler sauntered into the media room at Augusta National wearing a hat. Not a fedora or a driving cap, it was more the sort you see on skate rats—oversize and flat-billed and, most appallingly, backward. Here stood Fowler—whom you'll maybe know for his Kool-Aid tones and teen-throbby looks—confirming his alleged irreverence. Before he knew it, an Augusta member wordlessly plucked the hat off Fowler's head and flipped it around, as a schoolmaster might with a misbehaving child. "I think the older fans got the wrong impression," he says. "The story got turned to make me look like a punk kid."

Which seems to happen quite a bit. After all, look at the hair spilling down the neck, less golfer than dirt biker. (Fowler raced motocross growing up in California.) Or that grin, not unlike the one a too-tan rich kid might flash you from the end of the bar when you catch him checking out your girlfriend's ass. Or perhaps most obviously, the colors: fruit-snack purple, Oklahoma State orange. All of which makes it tough for Fowler to convince people that he's the deferral workhorse he turns out to be.

Fowler leapt to the PGA Tour in 2009, after his sophomore year of college. His whip-quick, homespun swing—eliciting exceptional power from his five-foot-nine frame—complements the audacious breeziness with which he tears around a course. He made enough runs up leaderboards last season to win Rookie of the Year and notch a slot on the Ryder Cup squad. All stand-alone impressive, but what can't be overemphasized is the crackling charge this sort of presence gives a sport struggling to market itself in the absence of Tiger supremacy.

"I draw a younger crowd who can relate to me," says Fowler. "Some of the girl fans will message me online, saying, 'You're the reason I watch golf.' This isn't to say he's turned the course into a Justin Bieber concert. But if you find yourself amid the swarms of young women—more than you remember from your last time at a tournament—know that, yes, many of those female fans are, in fact, slipping Rickie their phone numbers. "But look, I've got a girlfriend," he says, cracking a diplomatic smile. "So I'm not calling them back. But it's flattering. Plus, the guys I'm paired with seem to like it." Hey, Rickie, I hope there's some girls out following you today...."—DANIEL RILEY

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**PETER
DINKLAGE
STUD**

○ Tie, vest & pants
Rag & Bone
Shirt
Burberry Brit
Her sandals
Jimmy Choo

FOR A MAN who spends weekdays bedding maidens on wolf pelts and plucking figs from between their perky breasts, Peter Dinklage is oddly resistant to the term "stud." Confronted with this title, as bestowed by *GQ*, the actor proceeds to shout "STUD?!" for what seems like minutes. "I feel as much of a stud as... I can't come up with a metaphor. That's how lacking in studliness I am."

Tyrion Lannister (a.k.a. the Imp), Dinklage's persona on HBO's *Game of Thrones* (for which he won an Emmy this year), is one of those roles that actors dream of: a canny, complicated, debaucherous, bitter but ultimately softhearted sex machine. The show—a deeply entertaining feast of violence and sex based on George R. R. Martin's fantasy series *A Song of Ice and Fire*—is full of macho individuals

(women included) who can seem more like gorgeous chess pieces than full-blooded humans. That may be why Dinklage emerged not only as *Throne's* unlikely moral center and comic relief but as its breakout star. This is as much due to his serious acting chops (see *The Station Agent*) as it is to a career-long willingness to take the piss out of himself (see *Elf*). "Tyrion was made an outcast by his family, so he—how should I put it?—he doesn't give a shit," says Dinklage. "But he's also kind, in a way, and that's a relief in a show where everybody's constantly chopping each other's heads off." Does he find that, since Tyrion, women are looking at him differently? "I never know where women are coming from. I'm still figuring them out, and I'm 42 years old."—LINDY WEST

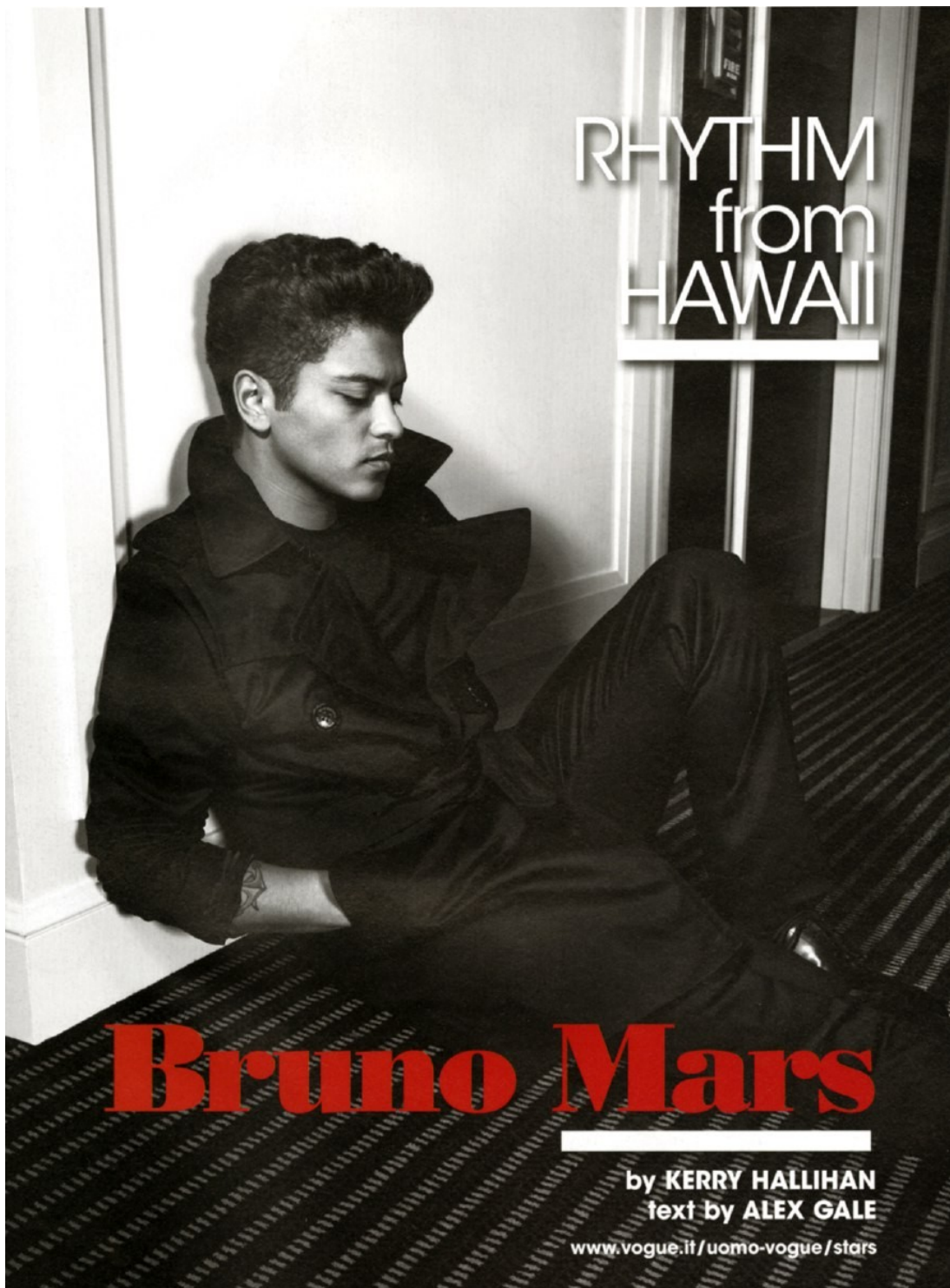
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ROBERT MAXWELL

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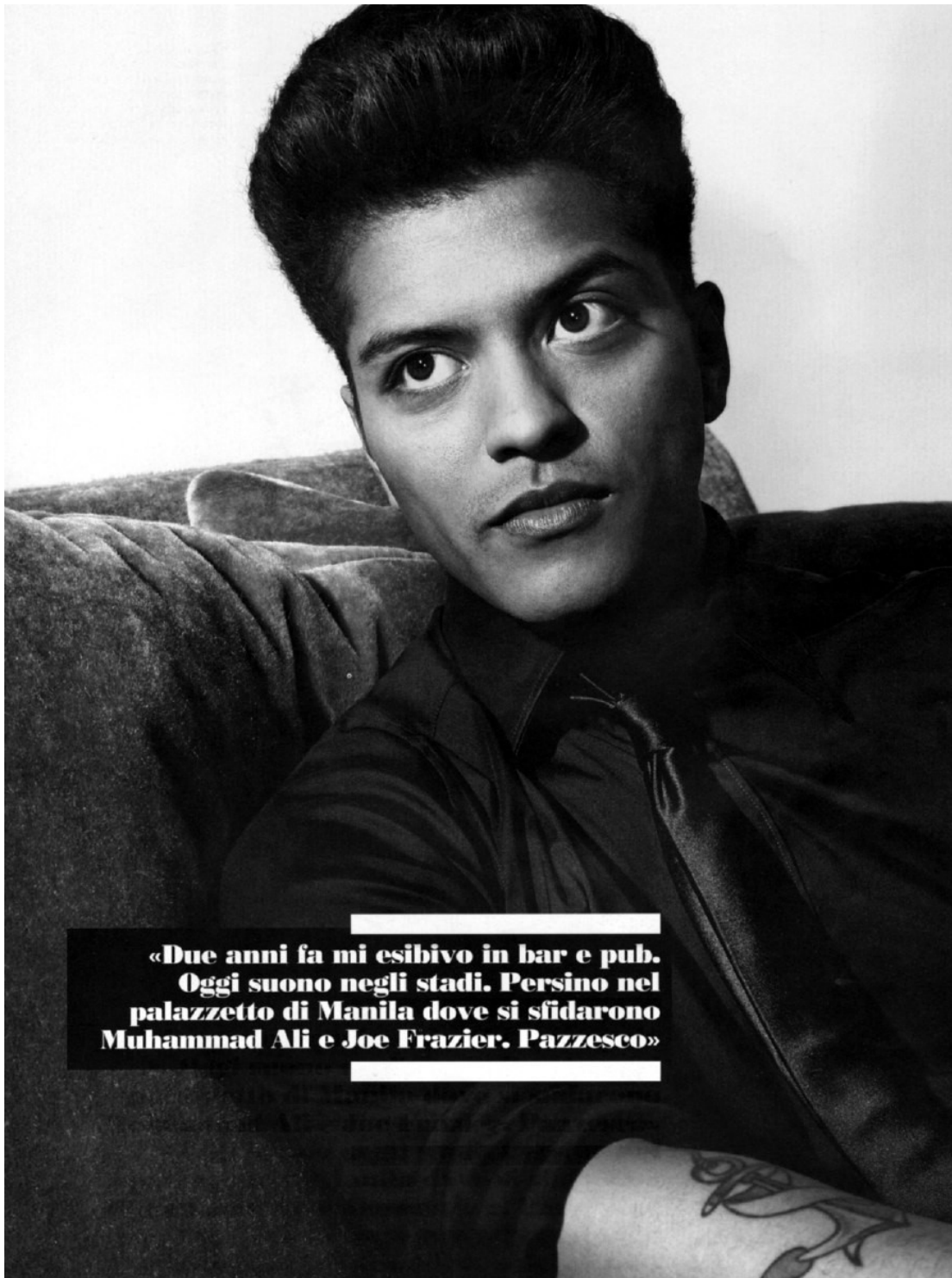
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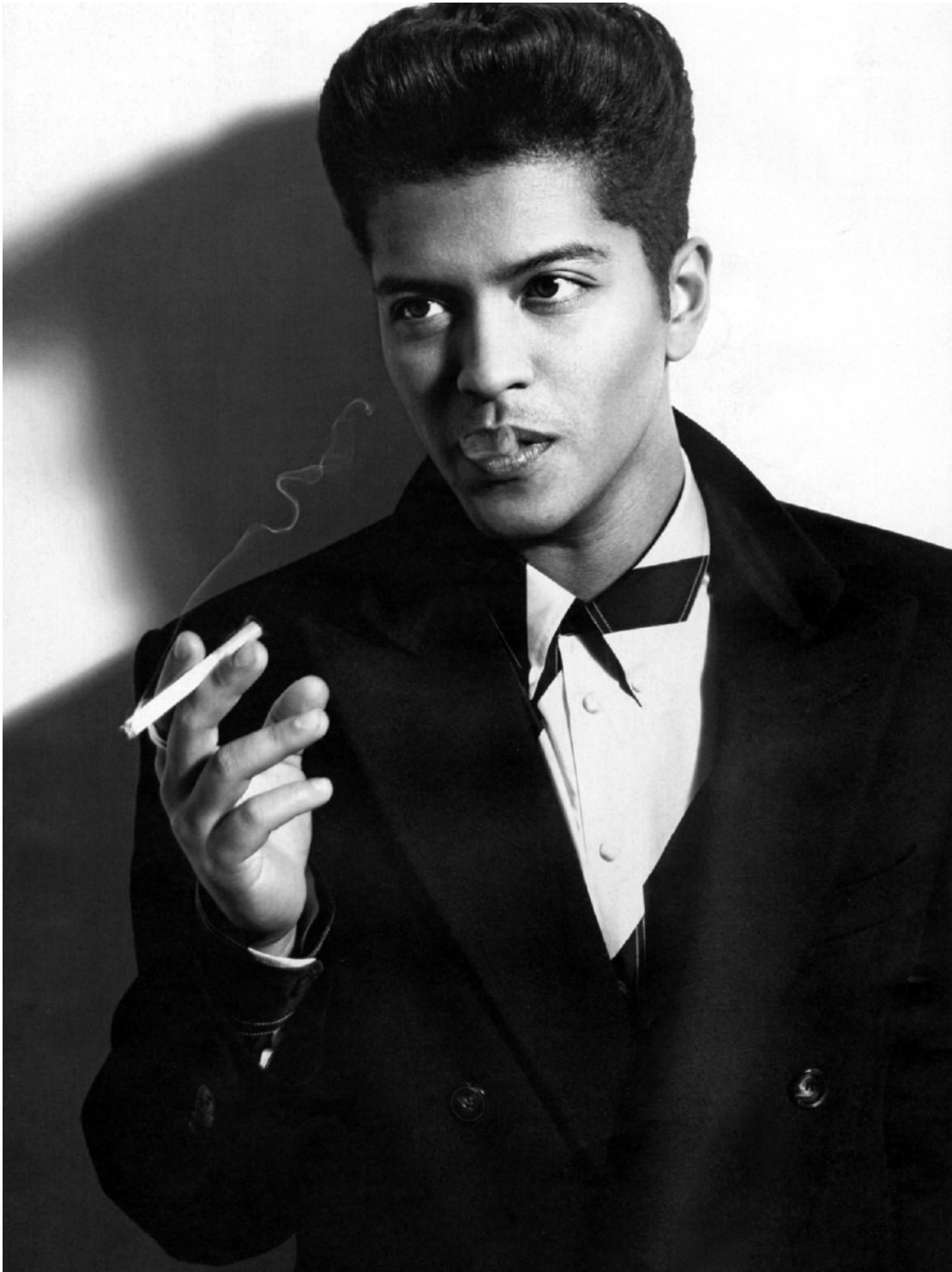


**«Due anni fa mi esibivo in bar e pub.
Oggi suono negli stadi. Persino nel
palazzetto di Manila dove si sfidarono
Muhammad Ali e Joe Frazier. Pazzesco»**

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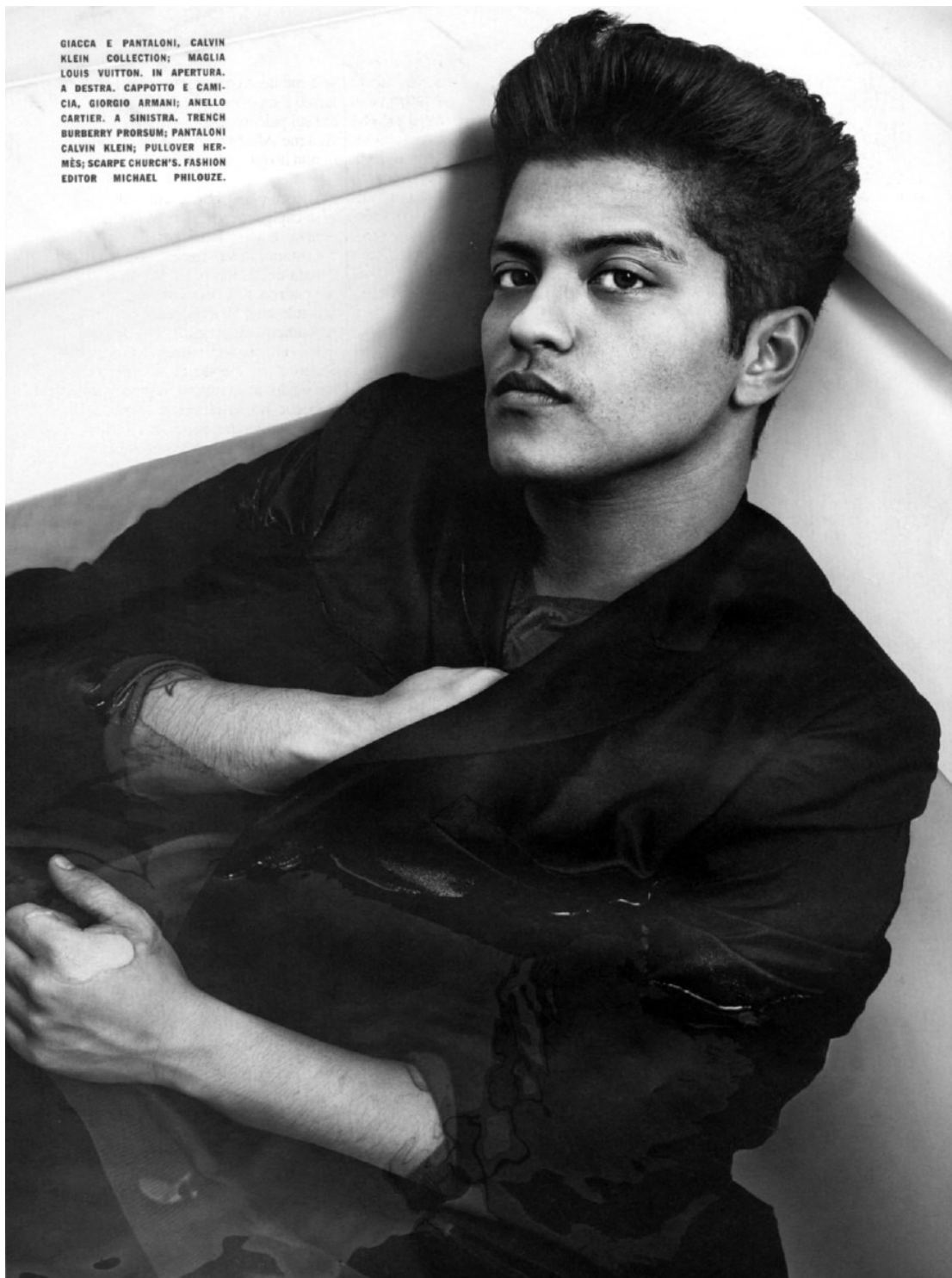
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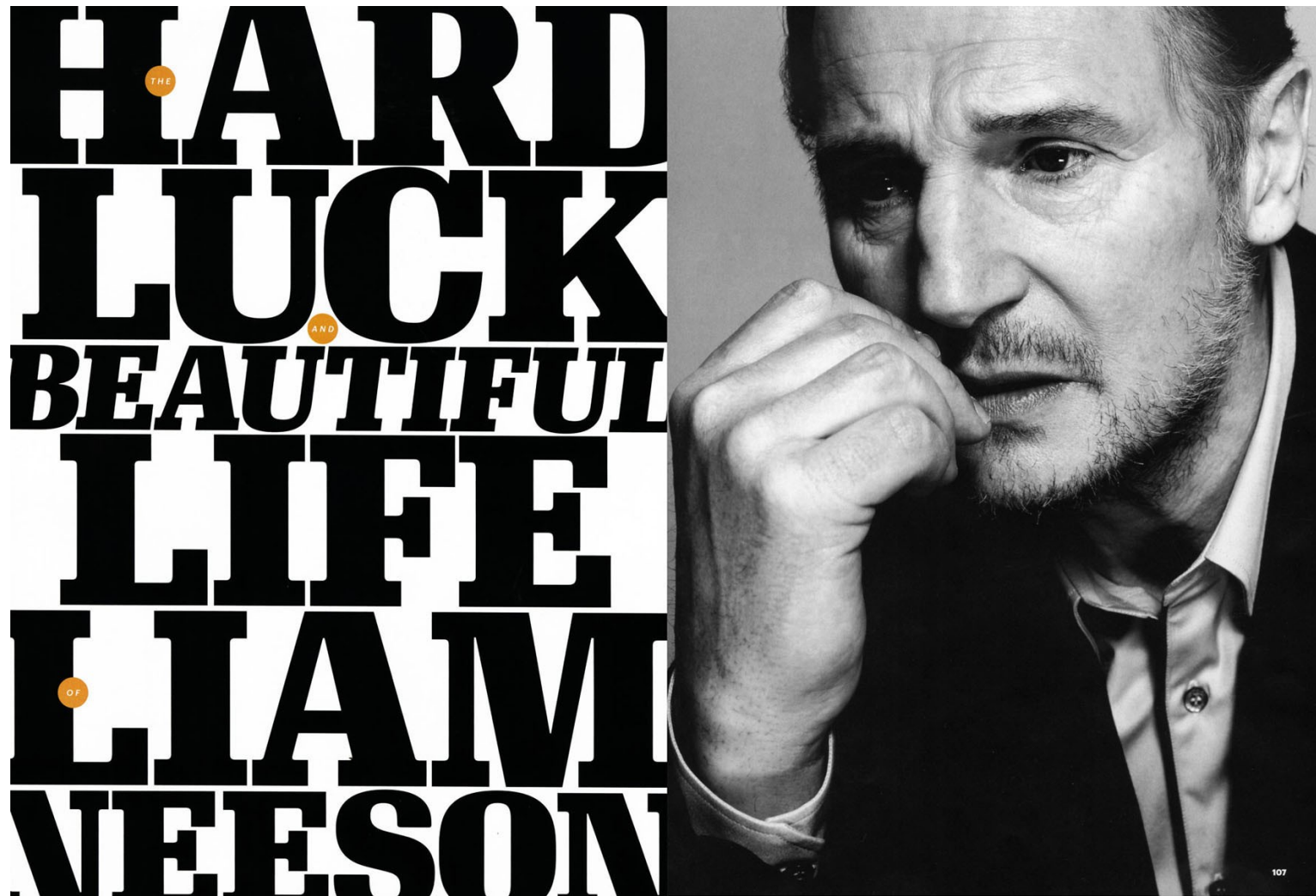


GIACCA E PANTALONI, CALVIN
KLEIN COLLECTION; MAGLIA
LOUIS VUITTON. IN APERTURA.
A DESTRA. CAPPOTTO E CAMI-
CIA, GIORGIO ARMANI; ANELLO
CARTIER. A SINISTRA. TRENCH
BURBERRY PRORSUM; PANTALONI
CALVIN KLEIN; PULLOVER HER-
MÈS; SCARPE CHURCH'S. FASHION
EDITOR MICHAEL PHILOUZE.

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GO ELECTRIC

You can wear a hat, suit, and psychedelic shirt without looking like Flax. Just keep the lid neutral in a shade like gray.

Fedora (both pages)
\$110
Pinzano from JJ Hat Center

Suit \$1,395
and tie \$130
Emporio Armani

Shirt \$60
Sean John

Shoes \$570
Salvatore Ferragamo

Pocket square
Brooks Brothers

Watch
Omega

TOP OFF YOUR TEE

That same gray hat works when you're going casual, too. It'll make a V-neck tee look like a style statement.

T-shirt \$30 (for three)
Calvin Klein Underwear

Necklace
Tiffany & Co.

Charm bracelet
Dior Homme

ID bracelet
J.Crew

Ring (his own)
vintage

Where to buy it?
Go to gq.com/go/fashiondirectories

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PLAY THE ANGLES

Don't pull your fedora down low like you would a baseball cap. Cock it on your head like a rock star.

Fedora \$250
Still Life
Jacket \$895
D&G
T-shirt \$28
Topman
Jeans \$260
Shipley & Halmes
Boat shoes \$90
Seabog Docksides
Belt
Gucci
Watch
Jaeger-LeCoultre
Sunglasses
Ray-Ban
Guitar
Fender
Necklace [his own]
vintage

BRACE YOURSELF

Fedoras look great with another piece that echoes their old-school charm. Like suspenders.

Fedora \$45
1773 by Christys' London
T-shirt \$160
Balmain Homme
Pants \$570
Thom Browne New York
Suspenders \$20
Topman
Sneakers \$50
Converse
Watch
Longines
Bracelet
J. Crew
Necklace
Me&Ro
Hair by James Mooney for Redken. Grooming by Kumi Craig for Dior Men. Manicure by Jackie Southbery for Dior Beauty. Set design by Manuel Norena Studio.com
Where to buy it: Go to ga.com/go/fashiondirectories

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MISSION TO MARS

It's one of the tritest battle cries a modern musician can utter: "I keep it real!" That's pop whiz Bruno Mars—real name Peter Gene Hernandez—speaking, and boy, it gets worse. "The last few months," he says, "it's been a rocket...to Mars!" Zing! But before you write off his enthusiasm as rookie bluster, consider the 25-year-old Hawaiian's life before 2011. Here's a guy who impersonated Elvis professionally at age 3; a guy who fronted a lounge band called Sex Panther. He's built his career on earnest cheeseballery, and he ain't stopping it now. In the past nine months—on the strength of the saccharine lyric *You're amazing just the way you are*—Mars has scored triple-platinum sales, landed seven Grammy nominations, and for fun authored the hook from Cee Lo's "Fuck You." As he says, he's just keepin' it real. Though maybe a little *too* real. In September, Mars was busted for cocaine possession at the Hard Rock Hotel & Casino in Vegas. "I'm not gonna preach that I'm a role model," he says. "I'm a fucking musician! But I've learned people are watching, so don't do nothing stupid." He's just hoping to keep his nose clean (so to speak), acknowledging that there's no backup plan. "My jump shot sucks," he says.—A.R.

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LA ISLA BONITA

Model Joan Smalls packs a tropical-island wardrobe for a long weekend escape to Puerto Rico with the ideal duet partner: Grammy-winning sensation Bruno Mars. Photographed by Peter Lindbergh.

HOMEcomings ROYALTY
You *cango* home again—Smalls hails from the island; Mars is half-Puerto Rican and half-Filipino. “Coming from Hawaii, I feel right at home anytime I see the beach or the sun!” he says. Donna Karan New York cotton jacket with silk boutonniere (\$1,995) and piped skirt (\$995); select Neiman Marcus stores. Prada platforms. On Mars: Ralph Lauren Black Label suit throughout. Gap shirt; Jil Sander tie. On girls: Ralph Lauren Childrenswear trench coats. On boy: Papo d’Anjo blazer. Details, see in This Issue. Fashion Editor: Edward Enninful.

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SPANISH ROSE

A halter maillot can be just as seductive as a bikini, especially in a floral print that's flamenco in spirit. J.Crew cashmere cardigan, \$158; jcrew.com. Pret-à-Surf rose-print bathing suit, \$350; Opening Ceremony, NYC. Louis Vuitton ring. Dior handbag. Details, see In This Issue.

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HEAT OF THE NIGHT

As they hit the town, her vibrantly embroidered shift captures the festive mood in the air (can't you picture the beaded hem swaying to a spicy salsa beat?). Prada cotton dress, \$2,325; select Prada boutiques. Shot on location at Maria's Tropical Drinks, San Juan.

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The image is a cover of GQ magazine featuring actor Jake Gyllenhaal. He is wearing a light-colored suit jacket over a blue button-down shirt and a dark tie. The background is a neutral, light gray. The GQ logo is in the top left corner. Various headlines and teasers are scattered around the cover, including one about how to be the best dressed man on the planet, another about listening up to new bands, and a warning about pirates. A barcode and price information are in the bottom right corner.

GQ

LOOK SHARP + LIVE SMART

***JAKE GYLLENHAAL IS READY FOR SOME ACTION**

HOW TO LIVE TO 150
It's Not Crazy, It's Science—and It's Here

¡VIVA LOU DOBBS!
¿Is This Hombre Our Next Presidente?

WARNING: PIRATES MAY RUIN YOUR NEXT VACATION
Have You Packed Your Ransom?

***HOW TO BE THE BEST DRESSED MAN ON THE PLANET OR AT LEAST YOUR OWN ORBIT**

LISTEN UP!
OUR FAVORITE NEW BANDS ROCK OUR FAVORITE NEW SUITS

starring
MGMT
THE NATIONAL
THE WALKMEN
THE DRUMS
AND A \$#!TLOAD OF GUITARS

The Best (Micro) Beer Bars in America

Are You Man Enough for the 'Man Date'?

MAY 2010 \$4.99US \$5.99FOR 05>

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7

Previous page
JACKET by Rag & Bone
T-SHIRT by A.Y. Armani Exchange
PANTS by Nice Collective
SNEAKERS by Nike
LOCATION Economy Candy, N.Y.C.

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WE KNOW WHAT JAKE GYLLENHAAL CAN DO—THE DISAFFECTED YOUTH, THE TENDER COWBOY, THE TRIGGER-HAPPY JARHEAD—BUT IN **PRINCE OF PERSIA** HE TAKES A GIANT CGI-ASSISTED LEAP TOWARD MOST-VERSATILE-PLAYER STATUS, BARING HIS CHEST,

SWINGING FROM CRUMBLING MINARETS, AND SLAYING COUNTLESS MARAUDING ENEMIES WITH A SINGLE FLAMING ARROW. ARE YOU READY FOR JAKE THE ACTION HERO? BECAUSE HE'S ONLY GETTING BIGGER — **BY CHRIS HEATH** — PHOTOGRAPHS BY PEGGY SIROTA

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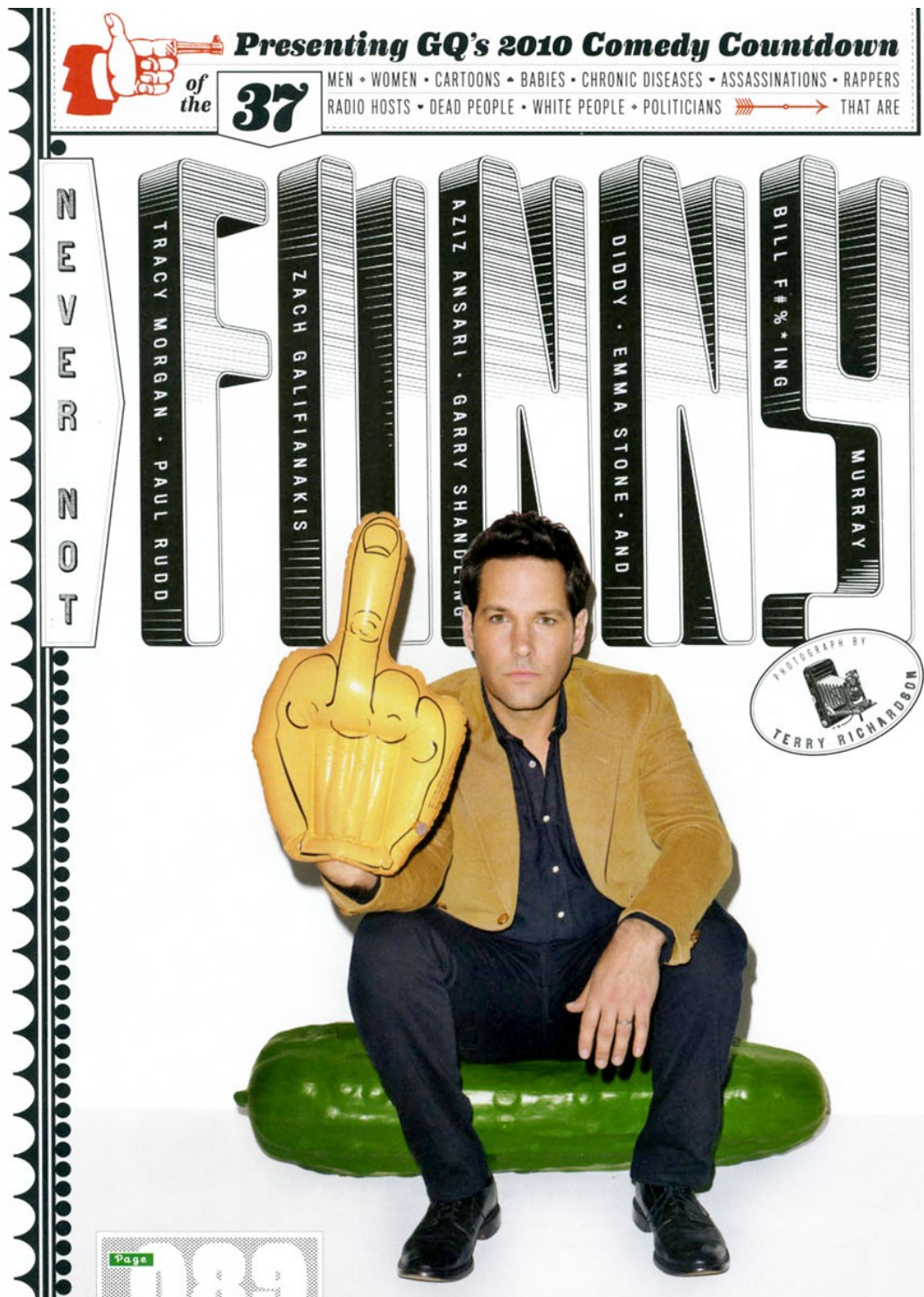
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1
LINEN-BLEND SUIT
\$1,295
Emporio Armani

shirt \$245
emporio armani
tie \$195
balenciaga by nicolas ghesquière
shoes \$950
ermenegildo zegna
socks falke
pocket square
thomas pink
tie bar thom
browne new york

2
WOOL SUIT
\$895
Gesù Black

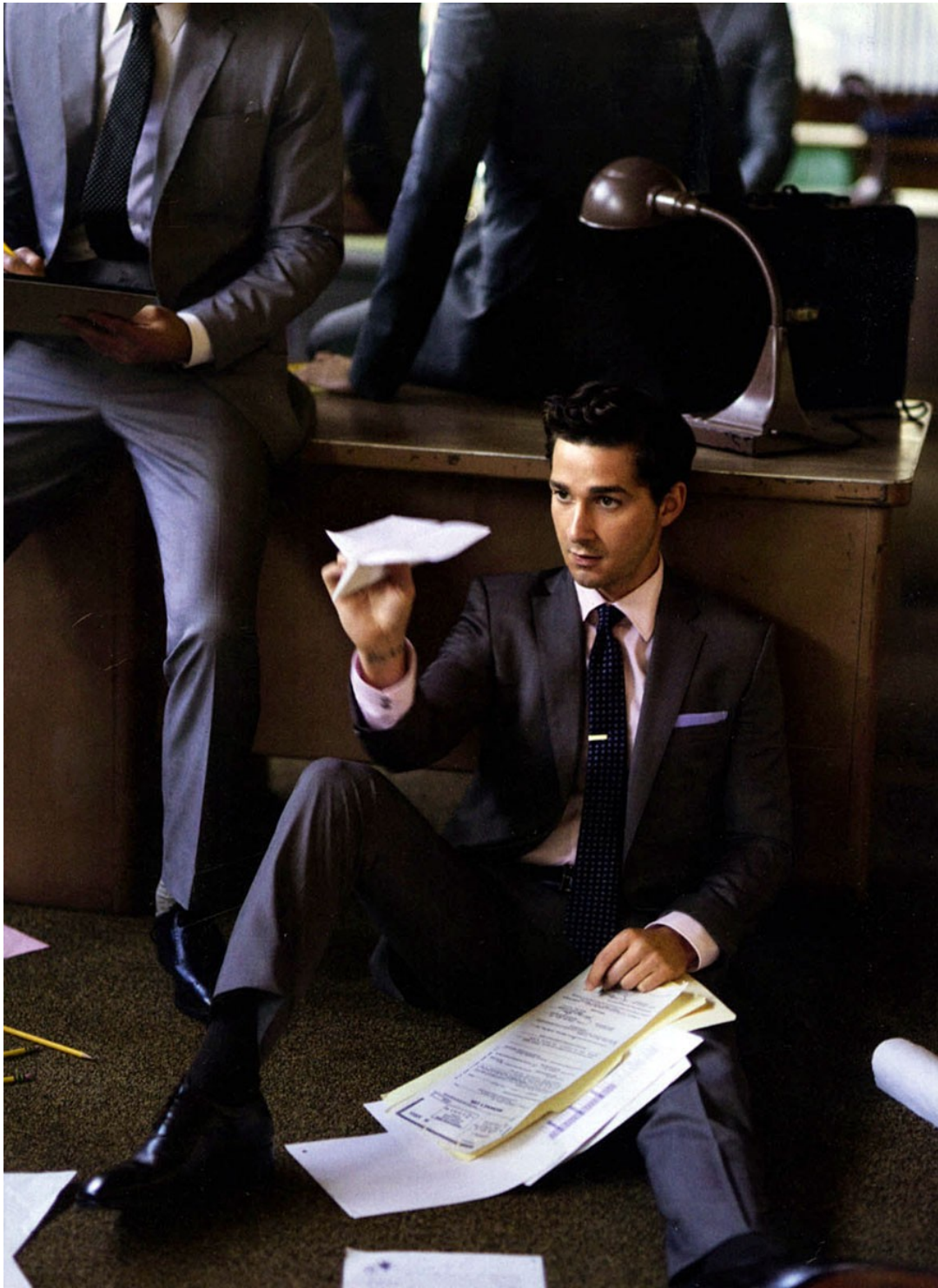
shirt \$295
jil sander
tie \$150
alexander olch
shoes \$995
salvatore ferragamo
socks pantherella
pocket square
i.press
tie bar thom
browne new york
suit, shirt, and tie (on model)
calvin klein collection
shoes church's
briefcase (on desk)
gucci
where to buy it?
go to go.com/ha
fashiondirect.com

100 GO.COM APRIL 2010

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FALL * * * *
PREVIEW *
09 * * * * *

DARK ON *
DARK ON DARK *
suit \$2,290 *
shirt \$325 and tie \$120 *
ralph lauren black label *

Finally, an answer to the black-on-white, gray-on-white, everything-on-white *Mad Men* blitz of the past few years. The key to going all dark is sticking with textured materials (that's a wool flannel suit, cashmere tie, and brushed-cotton shirt), as opposed to the shiny numbers preferred by Grammy attendees. Some further advice: If you're going to wear sunglasses with this look, take them off when you go inside—you're not Johnny Cash.

where to buy it? see page 115.

hair by james mooney for redken, grooming by jodie boland using dior, set design by piers hanmer.

MORE ↓
of the season's best clothes—and how to get them at a price that works for you.

GQ • COM



GQ. 07/09: 103

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LEATHER X
FATIGUE JACKET X
gap \$348 X

Blame it on our
conflicts abroad or
just a collective return
to basics—whatever
the case, the
multipocketed fatigue
jacket has made a
serious resurgence this
year, thanks in no small
part to brands like
Barbour and Belstaff.
We happen to dig this
fitted version from
the Gap in chocolate
brown, which is a
nice variation from
black, and a little
less obvious.

• shirt \$245
and tie \$125
rag & bone
pants \$760
prada
boots \$150
aldo

where to buy it?
see page 110

FALL X X X X
PREVIEW X
09 X X X X X

GO, 07/09: 101

A full-page photograph of a man with dark hair, wearing a dark brown leather jacket over a light pink shirt and a dark tie. He is sitting on a wooden stool, leaning back with his legs crossed at the ankles. He is looking off to the side with a serious expression. The background is a plain, light-colored wall.

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→ Those dark suits you already own? They're not just for the office. Pair them with an assertive shirt and tie and you might just hit the town looking as rakish as actor **Michael Fassbender**



Crank Up
The Volume
BEN WATTS
99.GQ.08.09

CHECK THAT
Striped tie, checked shirt—easier than you think. Really. Just make sure one of the base colors in the tie (in this case, the black stripe) syncs up with the checks.

+ **WOOL-AND-SILK SUIT**
\$4,160 **gucci**
SHIRT
\$415 **gucci**
TIE
\$180 **gucci**
shoes **gucci**, socks **pantherella**, pocket square **paul stuart**, where to buy it? see page 131.

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**WHEN WEARING
A BLACK DRESS
SHIRT...**

1. Wear at night.
2. Do not pair it with a white tie—you are not a mobster.
3. Reach for a graphic, colorful tie. It pops against the black.

+ **WOOL SUIT**
\$1,295 **emporio armani**
SHIRT
\$150 **dkny**
TIE
\$195 **dolce & gabbana**

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FIT TO PRINT

A printed dress shirt, in a unique pattern like this one, makes a statement. It says that, yes, you understand what "appropriate attire" means, but in a world of schlubby, dreary suits and ties, why would you ever settle for simply looking appropriate?

+ **WOOL SUIT**
\$2,850 louis vuitton
SHIRT
\$720 louis vuitton
TIE
\$50 kenneth cole
new york
shoes \$850 louis
vuitton, socks punto.

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 **The Cool-Guy Cardigan**

BY NOW YOU'VE GOT IT—CARDIGANS AREN'T JUST FOR GRANDPA ANYMORE. BRITISH MUSICIAN OF THE MOMENT (AND KANYE WEST PROTÉGÉ) **MR. HUDSON** SHOWS YOU HOW TO TAKE THEM BEYOND PLAIN COLORS TO A BOLDER, BRIGHTER PLACE

 CARTER SMITH 216/GQ/OCT/09

 wool

MARC BY MARC JACOBS \$268


* shirt \$260
thom browne new york
tie \$175
dolce & gabbana
pants \$655
etro

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 cashmere

DOLCE & GABBANA
\$1,295

+
shirt \$565 and
pants \$600
dior homme
tie \$90
dkny
shoes \$150
ben sherman
where to buy it? see
page 221.

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WWD BEAUTYBIZ
MEN'S OUTLOOK

HOW GROOMING IS CHANGING THE FACE OF BEAUTY
INCLUDING
KEY PRODUCTS, POWER PLAYERS & WHAT'S HOT RIGHT NOW

DRAMA
COOL
ACTOR **HUGH DANCY** TAKES CENTER STAGE



Every day, more than 600 million men count on P&G Grooming products to help them look and feel their best.

P&G grooming

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Casting by Starworks.
Styled by Allan Kennedy
at Art Department.
Grooming by James
Mooney at Art Department.
This page: Suit and shirt
by 3.1 Phillip Lim.
Opposite: Suit by Z Zegna;
shirt by Calvin Klein.

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After surviving a religious cult and years of druggy disarray, Christopher Owens emerges with **GIRLS**, the best new band of the year

THIS IS WHAT I'm talking about!" Christopher Owens slams his hand down on a wooden tabletop in a San Francisco diner, sloshing chicken soup out of his bowl. The singer-guitarist for Girls, the fledgling band responsible for the year's most captivating—if not outright best—debut album, is referring to a moment two years ago, after he and partner Chet JR White posted their band's first song, "Lust for Life," on MySpace. A fan had approached Owens at a Los Angeles show, opening her diary to a page on which she had transcribed the lyrics and elaborately pasted pictures of her and her friends all around them. Stirred by the memory, Owens straightens up, pulling his dirty-blond hair into a pile on top of his head. "I don't care about your band if you're like, 'It's really cool because it sounds like my guitar is being played by a cat, and I'm squealing and knocking things over, and oh my God, what a blast,'" he says with uncharacteristic fervor. "I want to make music where the person will remember the lyrics, they can sing along, and it has a positive effect."

That's more of an imperative than a desire for Owens. After spending his childhood in an apocalyptic, sexually perverse cult called the Children of God (an offshoot of the late-'60s hippie fringe group the Jesus Movement), he has struggled his entire adult life to reconnect with the world from which he was once so fanatically sheltered. The 30-year-old has lived amid such extreme volatility that he hasn't had the luxury

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ON OWENS
Vintage Vivienne
Westwood jacket
and pants, Rue St.
Denis, New York
City; Calvin Klein
T-shirt, CK.com.
ON WHITE Arrow
vintage shirt, vintage
YSL trousers, and
vintage Valentino
belt, all from Rue St.
Denis, New York City.

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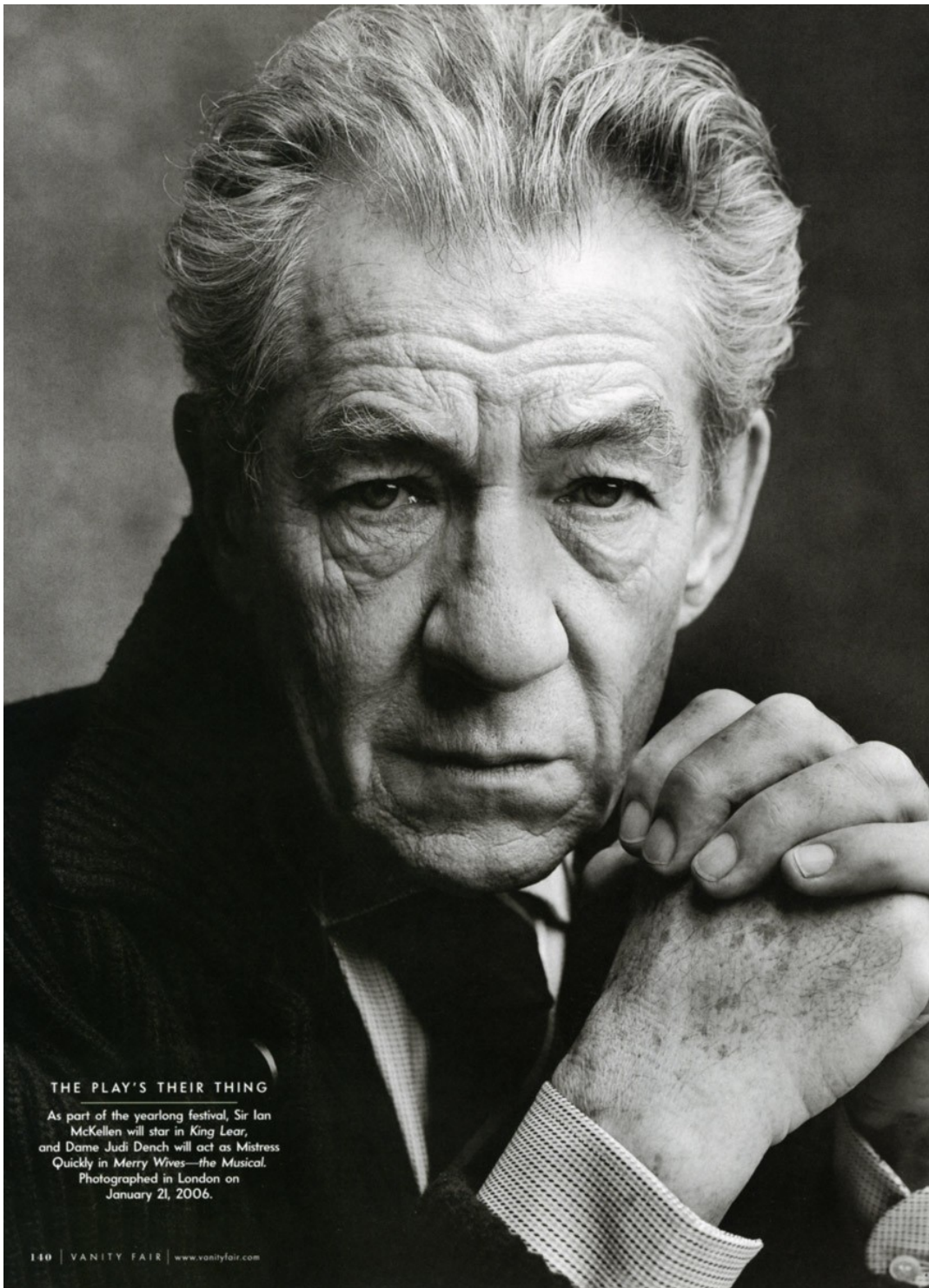
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Photographed in New York City, August 25, 2009.

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Photograph by Katie Rukhles

CINE-EAST

Scenes From an **Indie** MARRIAGE

How could Noah Baumbach and Jennifer Jason Leigh make such a biting, brutal movie? Pure love and togetherness, that's how.

By **EMILY NUSSBAUM**

JENNIFER JASON LEIGH met Noah Baumbach in 2001, she tells me. Leigh was living in the West Village at the time; she had a night off from the lead role in *Proof*, so she'd gone out alone to catch a show. The play was Neil LaBute's *The Shape of Things*, a tale of sexual gamesmanship among artists that might throw most ordinary folks off human relationships entirely.

Instead, Leigh ended up going to dinner with Baumbach and his friend Josh Hamilton, Leigh's co-star in *Proof*, who were also attending the LaBute play. Leigh and Baumbach began dating; they married in 2005. "The world feels free to ask about it," the actress tells me about the transition into marriage, as we eat at Les Deux Gamins, not far from the apartment the couple is renovating. "I mean, you signed the thing! You bought the house. But in a way, it's not that weird for me, because I do love it; this was always my childhood idea

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