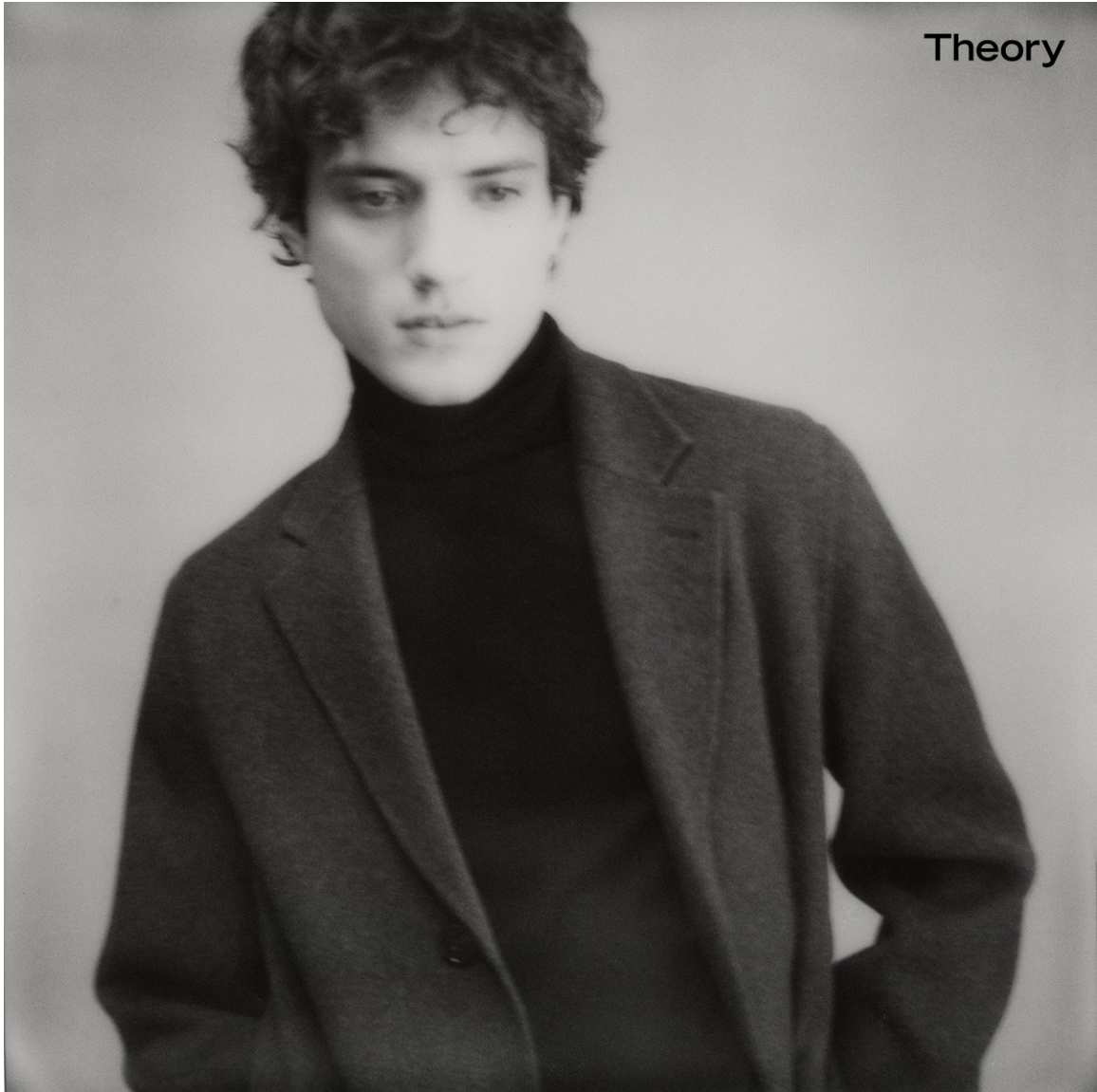


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DOWN, DOWN, DOWN

The contributions of the humble goose to the sustained warming of mankind cannot be overstated. We owe the goose, huge, as each cluster of its down contains dozens of filaments that trap warm air and keep body heat in and cold out. It is not enough to stuff a shell with feathers, since everything would simply settle along the jacket's bottom. Instead, we have the horizontal channels of stitching across the jacket (or, less common, the square pockets created by vertical and horizontal stitching) that organize the down and keep it in place.

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BE SMART ABOUT YOUR LAYERS

We humans are capable of tremendous things. Space travel. Subatomic physics. Twitter. But we still, still cannot predict the weather with certainty, and when heading out in the cold, you've gotta keep all your options open. You've gotta layer. With milder temperatures, you can go simple—a cotton T-shirt underneath a cashmere sweater underneath a vest—but when the stakes are positively (or negatively) subzero, you want to start with silk or cotton as your base (the better to wick moisture away from the body) before adding three or four wool pieces. Finish off with a down-filled parka and you're ready for whatever may, or may not, come your way.

↑
Cashmere Vest (\$4,215), cashmere turtleneck sweater (\$1,465), and cotton cargo pants (\$195) by BROUSSO COUMBIER; 310-367-6000. Silk turtleneck layer 1000M cash (\$1,250) by ALPINE; alpina-watches.com.

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SHEARLING: NO ARGUMENT

It's hard to argue with the inimitable softness and reliable warmth you can find only in the hide of a one-year-old sheep. That age isn't arbitrary. As sheep get older, their wool tends to get coarser and their skin tends to get banged up, meaning the best and softest wool of a sheep's life (and the most pristine hides) comes in the first year. The result is outerwear that can skew formal (knee length, double-breasted) or casual (streamlined, zip-up) and last you for many long winters to come.

Shearling coat (price upon request) and cashmere turtleneck (\$990) by TOM FORD; 212-559-0300. Three-button wool jacket (\$2,020), cotton shirt (\$540), and wool trousers (\$650) by SALVATORE FERRAGAMO; 800-628-8916. Leather shoes (\$725) and suede-and-cashmere gloves (\$375) by HERBEBILLO ROMA; regis.com. Silver Type II Transatlantique watch (\$9,100) by BRUNO MAGLI; bmagli.com.

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PENN BADGLEY

GOSSIP GIRL STAR DISCUSSES SOGWRITING,
SOCCER, AND WHAT COMES NEXT

INTERVIEW by BEC COUCHE
PHOTOGRAPHY by KURT ISWARIENKO



Tank Top by ROBERT GELLER
Slim  Classic Shirt by MARC JACOBS
Tapered Leg Utility Trousers by BURBERRY
Laceless Wingtip by FLOSSHIM by DUCKIE BROWN
Vintage TISSOT Watch

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Double Breasted Heirloom Suit by BILLY REID
T-shirt by ROBERT GELLER SECONDS
Pocket Scarf by TWEEN

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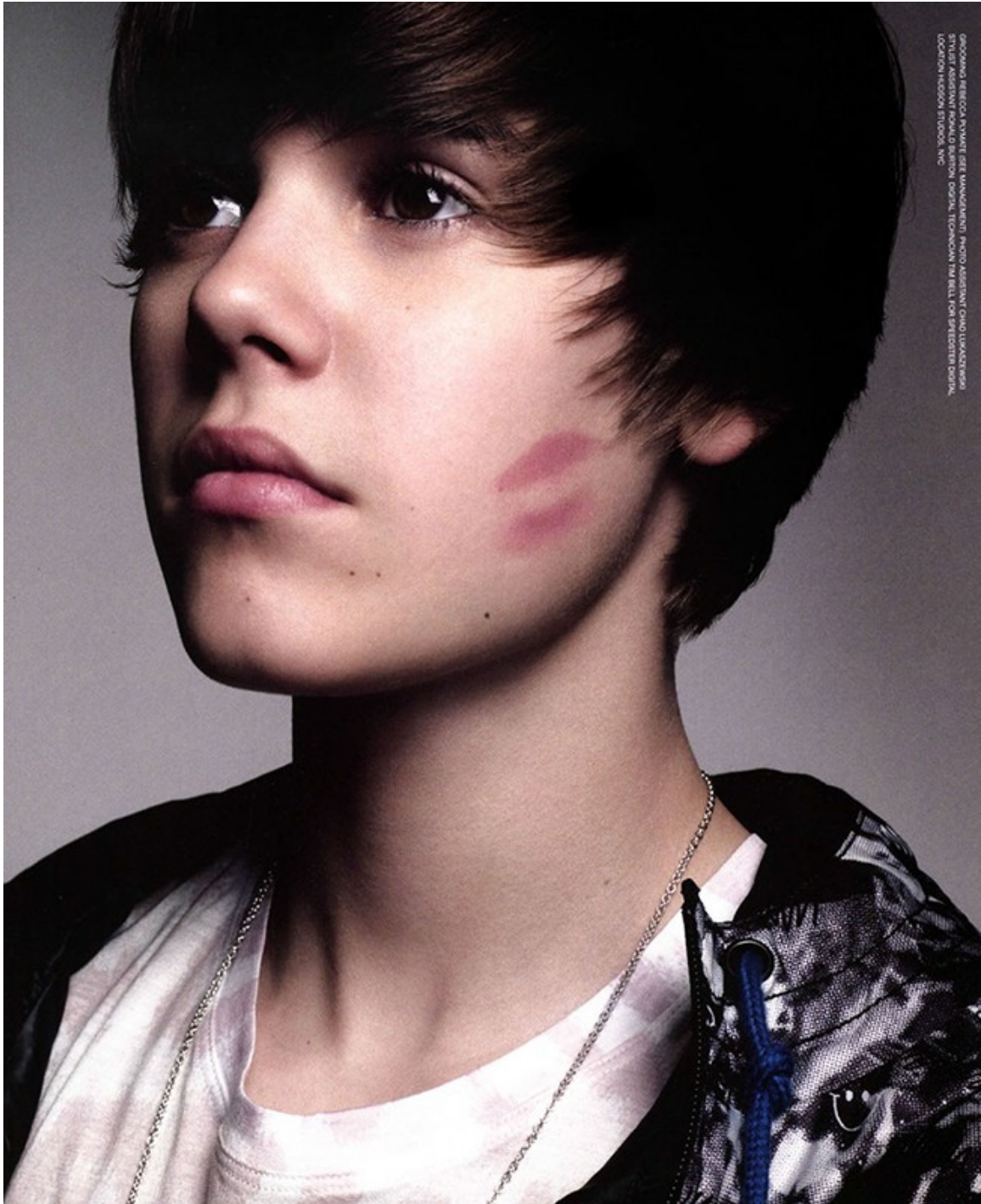
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GRACIAS REBECCA PLYMATE SITE MANAGEMENT PHOTO ASSISTANT GARY LUKATEK
STYLING ASSISTANT PAOLO BIANCHI MAKEUP DANIELA TECHNICAL TINA BELL FOR SPLETTERI DANIELA
LOCATION NISSAN STUDIO, NYC

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JUSTIN BIEBER

100 MILLION YOUTUBE VIEWS

Justin Bieber shows up to the shoot with a bright-red lipstick kiss on his left cheek. "Rihanna gave that to me," he announces unprompted, flashing a million dollar grin. At 15-years-old, he is having the time of his life.

Less than two years ago he was just a kid, sitting at home in Ontario, Canada, posting videos of himself singing on YouTube. "I never knew it was gonna be a big thing," he laughs. "I started posting, and then like a month and a half

later, a lot, like tons, of viewers were coming in."

Soon he had a manager. Then he was being flown to Atlanta where Usher signed him to Island. Sure, he doesn't get to see his friends as much as he might like, but Bieber is the type of kid who, when he's hanging out with Taylor Swift, Diddy, and Justin Timberlake, doesn't suffer from too much homesickness.

Over the last year, he's spent a lot of time in Atlanta working with his team on his first two albums, the second of which comes out in March. There wasn't much he needed

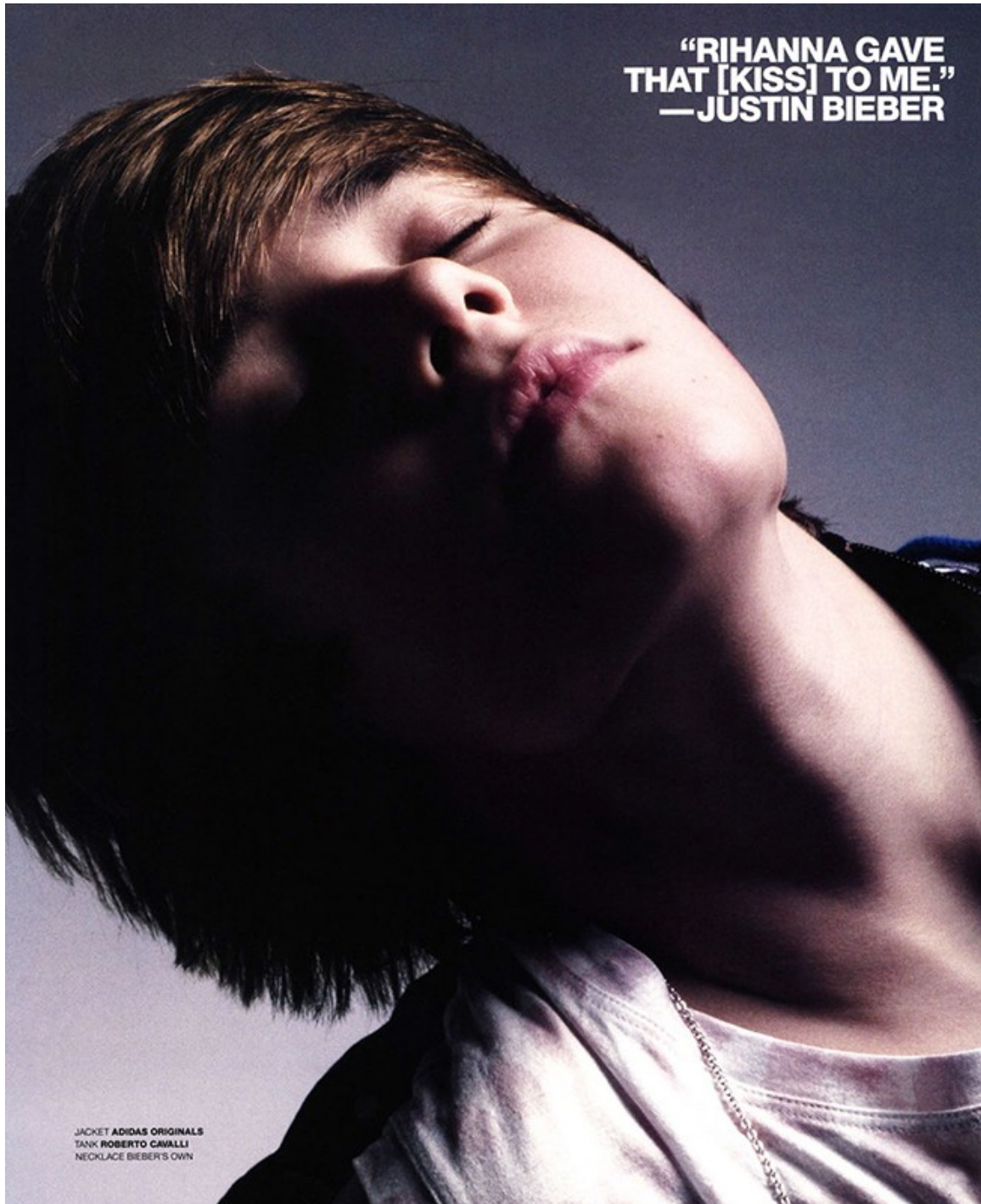
to be taught musically (his old pre-celebrity videos are still on YouTube, and he was just as good then as he is now), but he has picked up something of a Hotlanta edge. "I'm just a kid so I can rock whatever," he says in an accent more Southern than Canadian. "In the last year I think I've developed my slye a little, as I've built up my swagger."

STYLING YUKI JAMES
JACKET ADIDAS ORIGINALS
TANK ROBERTO CAVALLI

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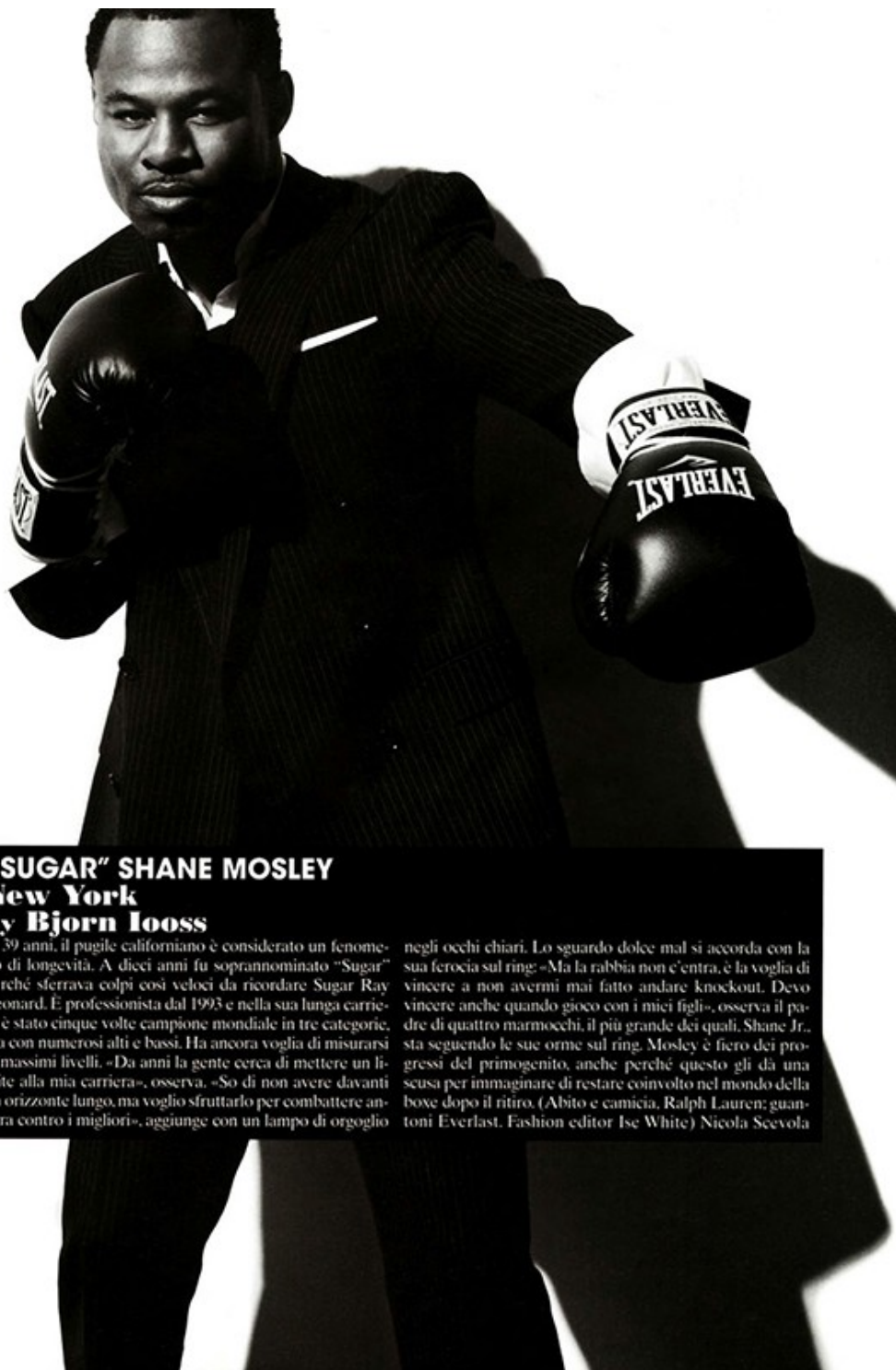
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"SUGAR" SHANE MOSLEY
New York
by Bjorn Iooss

A 39 anni, il pugile californiano è considerato un fenomeno di longevità. A dieci anni fu soprannominato "Sugar" perché sferrava colpi così veloci da ricordare Sugar Ray Leonard. È professionista dal 1993 e nella sua lunga carriera è stato cinque volte campione mondiale in tre categorie, ma con numerosi alti e bassi. Ha ancora voglia di misurarsi ai massimi livelli. «Da anni la gente cerca di mettere un limite alla mia carriera», osserva. «So di non avere davanti un orizzonte lungo, ma voglio sfruttarlo per combattere ancora contro i migliori», aggiunge con un lampo di orgoglio

negli occhi chiari. Lo sguardo dolce mal si accorda con la sua ferocia sul ring: «Ma la rabbia non c'entra, è la voglia di vincere a non avermi mai fatto andare knockout. Devo vincere anche quando gioco con i miei figli», osserva il padre di quattro marmocchi, il più grande dei quali, Shane Jr., sta seguendo le sue orme sul ring. Mosley è fiero dei progressi del primogenito, anche perché questo gli dà una scusa per immaginare di restare coinvolto nel mondo della boxe dopo il ritiro. (Abito e camicia, Ralph Lauren; guantoni Everlast. Fashion editor Ise White) Nicola Scevola

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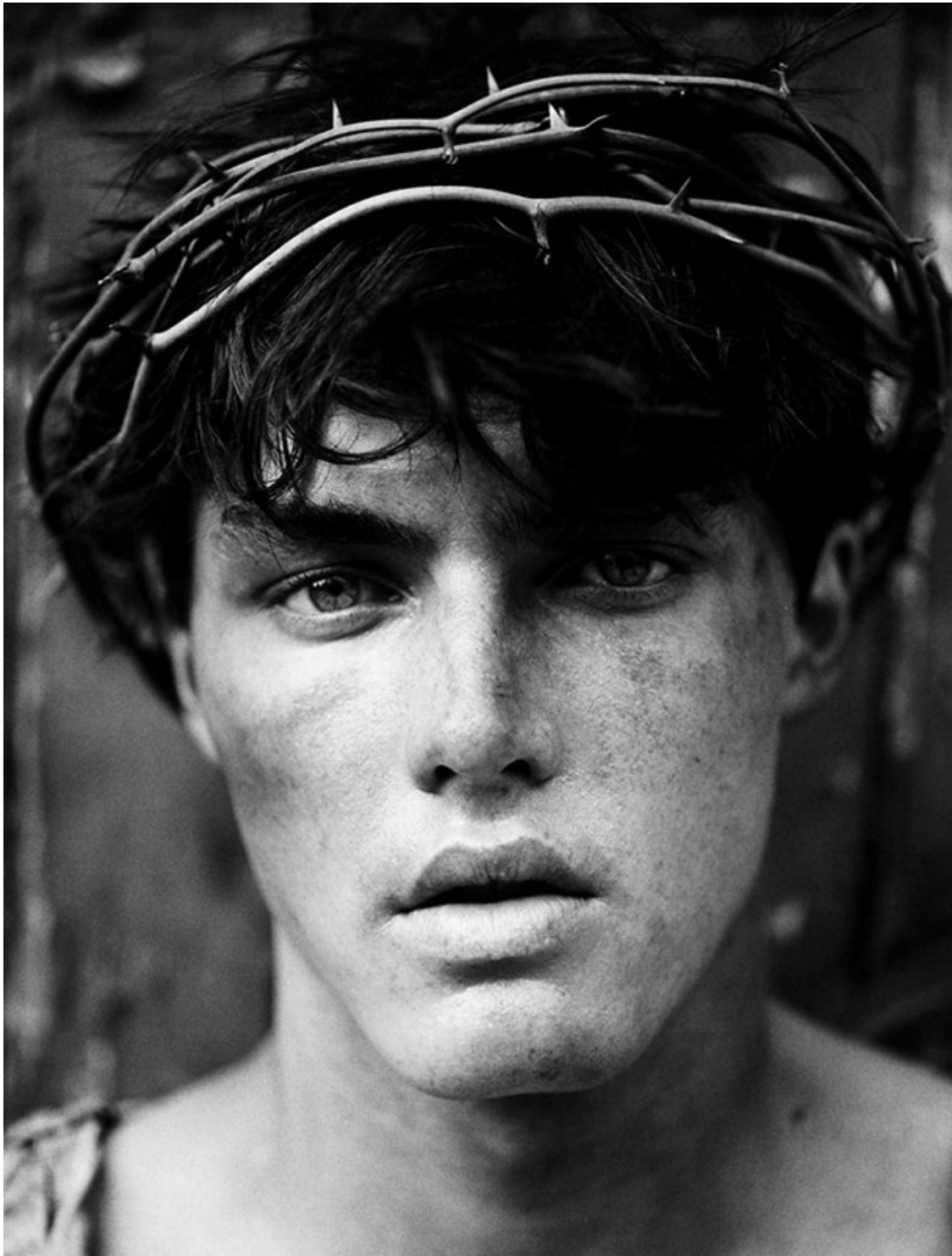
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DKNY Weißes Hemd aus Baumwolle mit Elasthan, zirka 120 Euro, schwarze Muleskin-Hose, zirka 150 Euro, schwarze Seidenkrawatte von Boss Black, zirka 80 Euro

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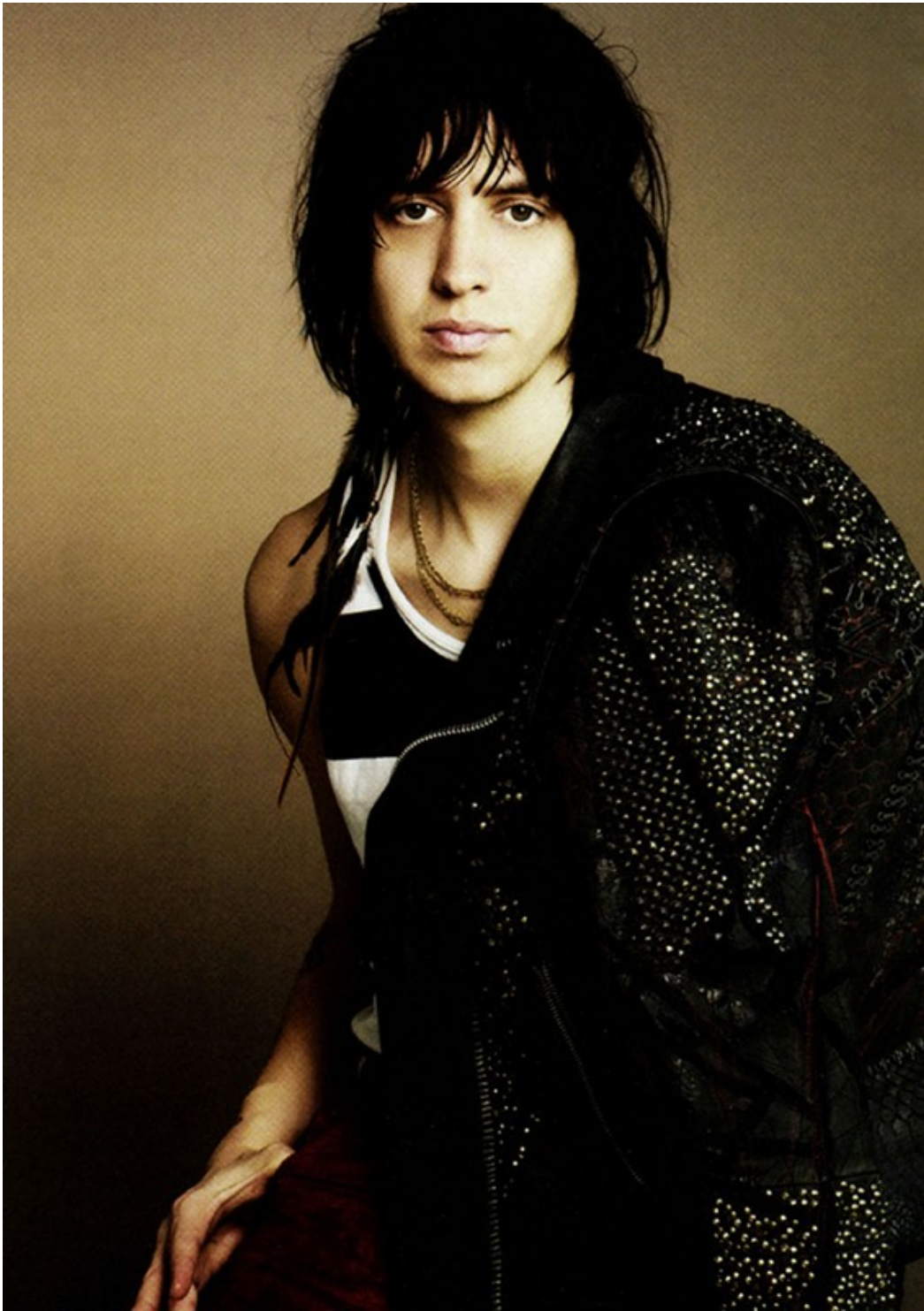
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BEST & BRIGHTEST STYLE

Black is standard and midnight blue is sharp, but a charcoal-gray tuxedo is pure confidence.

Two-button wool-and-cashmere tuxedo (\$1,795) by Calvin Klein Collection; cotton evening shirt (\$300) by Salvatore Ferragamo; wool-and-cashmere bow tie (\$190) by Brunello Cucinelli; mother-of-pearl stud set (\$150) by Thomas Pink; silver-and-diamond cuff links (\$2,740) by Mahlia Collection.

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BENJAMIN WALKER, 28
ACTOR

There are no jazz hands in the musical *Bloody Bloody Andrew Jackson*. There are fistfights, and slashing guitar riffs, and a portrait of our seventh president as a poor-addled, fist-bumping alpha bro, but there are none of the jazz hands that can make musical theater so embarrassing for everyone involved. Plus, there's Benjamin Walker, the actor who's been singing and brawling as Jackson since the show's workshopping days in 2007. He passed on a plum role in the next *X-Men* movie to debut the character on Broadway this fall, and it's really just as well. He's now got eight chances a week to show just how much hell one actor can raise.

When it comes to the bow tie, you have options. It can be small and tight, as shown here... One-button wool tuxedo (\$3,210), cotton evening shirt (\$740), and silk bow tie (\$180) by Guccio Armani; patent-leather shoes (\$695) by Giorgio Armani; sterling-silver-and-pietersite ring (\$650) by David Yurman.

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BEST &
BRIGHTEST
STYLE



DEREK CIANFRANCE. 36
WRITER, DIRECTOR

It took twelve years, sixty-something drafts, and 1,224 sketched-out storyboards for this writer-director to get his second film, *Blue Valentine*, off the ground and into the run-down art-house theater near you. As festivalgoers across the country have learned since it premiered at Sundance earlier this year, this quiet drama about a man (Ryan Gosling) and woman (Michelle Williams) who fall in love and fall apart is the most authentic depiction of a shitty marriage in recent memory. All Cianfrance's waiting, and his knack for capturing and conveying the sad details of life as it slowly comes undone, is finally paying off.

Throw a lightweight patterned scarf around your neck and then forget all about it. One-button wool-and-mohair tuxedo (\$2,045) by Burberry; cotton evening shirt (\$280) by Thom Browne; wool-and-silk scarf (\$195) and silk bow tie (\$60) by Thomas Pink; patent-leather shoes (\$695) by Giorgio Armani.

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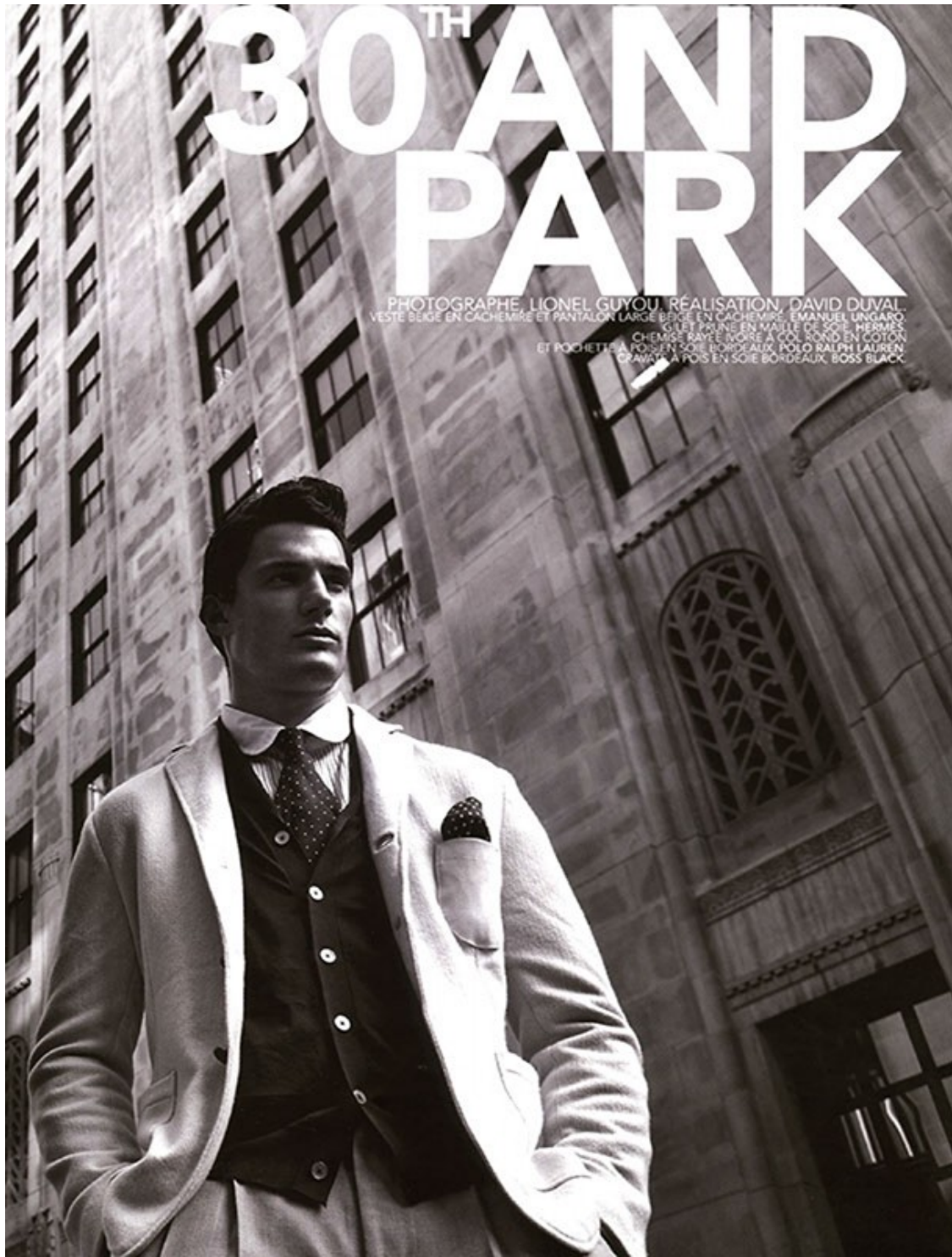
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MODE

— DOMINIC COOPER —

IN SCENA

DOPO IL SUCCESSO CON *MAMMA MIA*, *CAPITAN AMERICA* E *MARILYN*, LA GIOVANE PROMESSA DEL TEATRO INGLESE DIVENTA PROTAGONISTA: AL CINEMA, NE *LA LEGGENDA DEL CACCIATORE DI VAMPIRI*; IN QUESTE PAGINE, CON LE ANTICIPAZIONI DELLA MODA D'AUTUNNO NELLE TONALITÀ DEL GRIGIO

— FOTO JASON HETHERINGTON —

Total look Prada
(cappotto 1800 euro,
giilet 550 euro,
camicia e pantaloni
350 e 570 euro)

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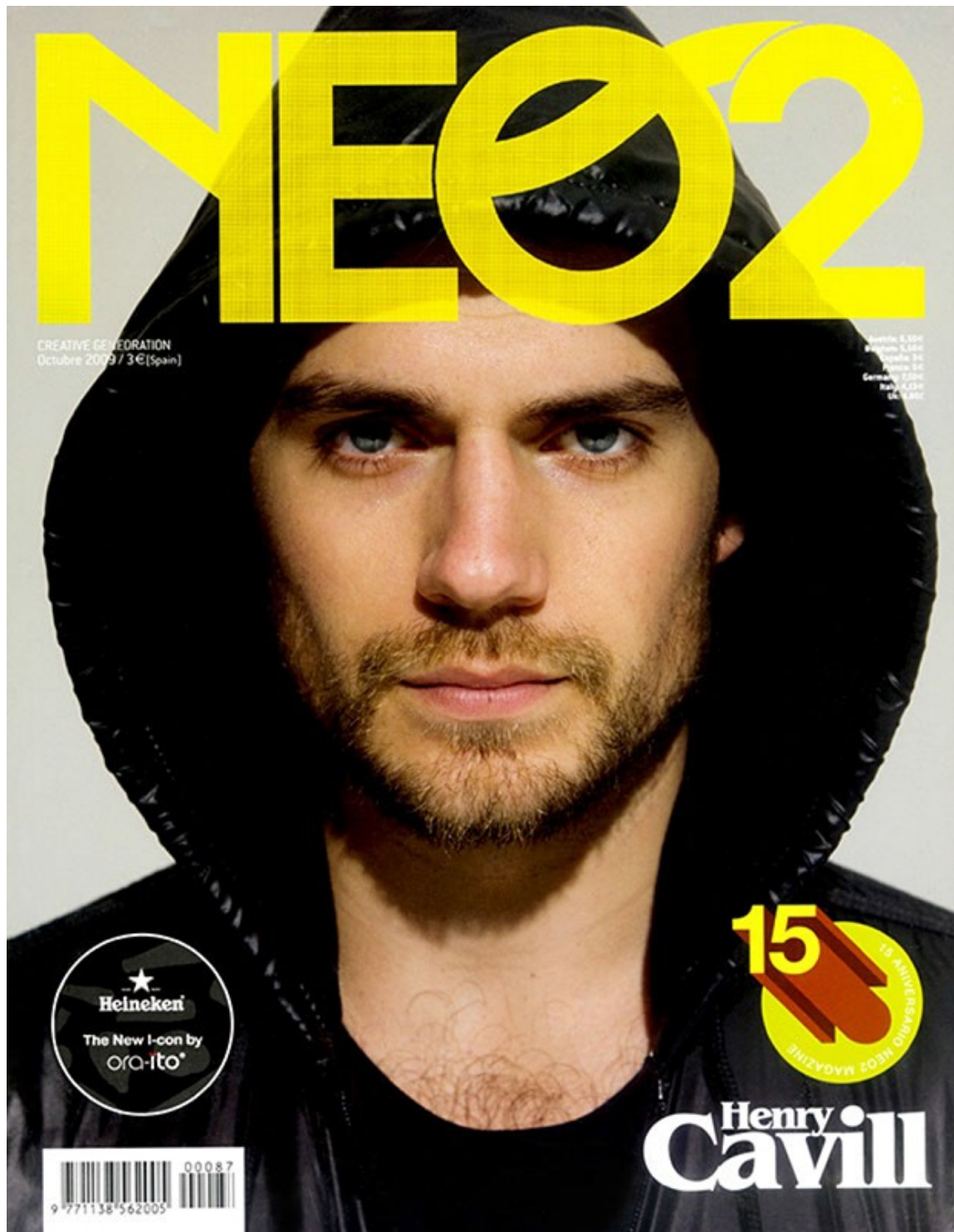
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TOM

10:15pm

Slim fit wool blend twill trousers, \$875, and wool blend and satin twill tuxedo jacket, \$2,045, both by Alexander McQueen at mporter.com. Slim fit cotton shirt, \$295, by Burberry Prorsum at Burberry, Lenox Square. Black silk necktie, \$150, and white linen pocket square with black edges, \$60, both by Alexander Oich at oich.com. Slimline automatic watch, \$1,850, by Frédérique Constant at Bloomingdale's, Lenox Square.

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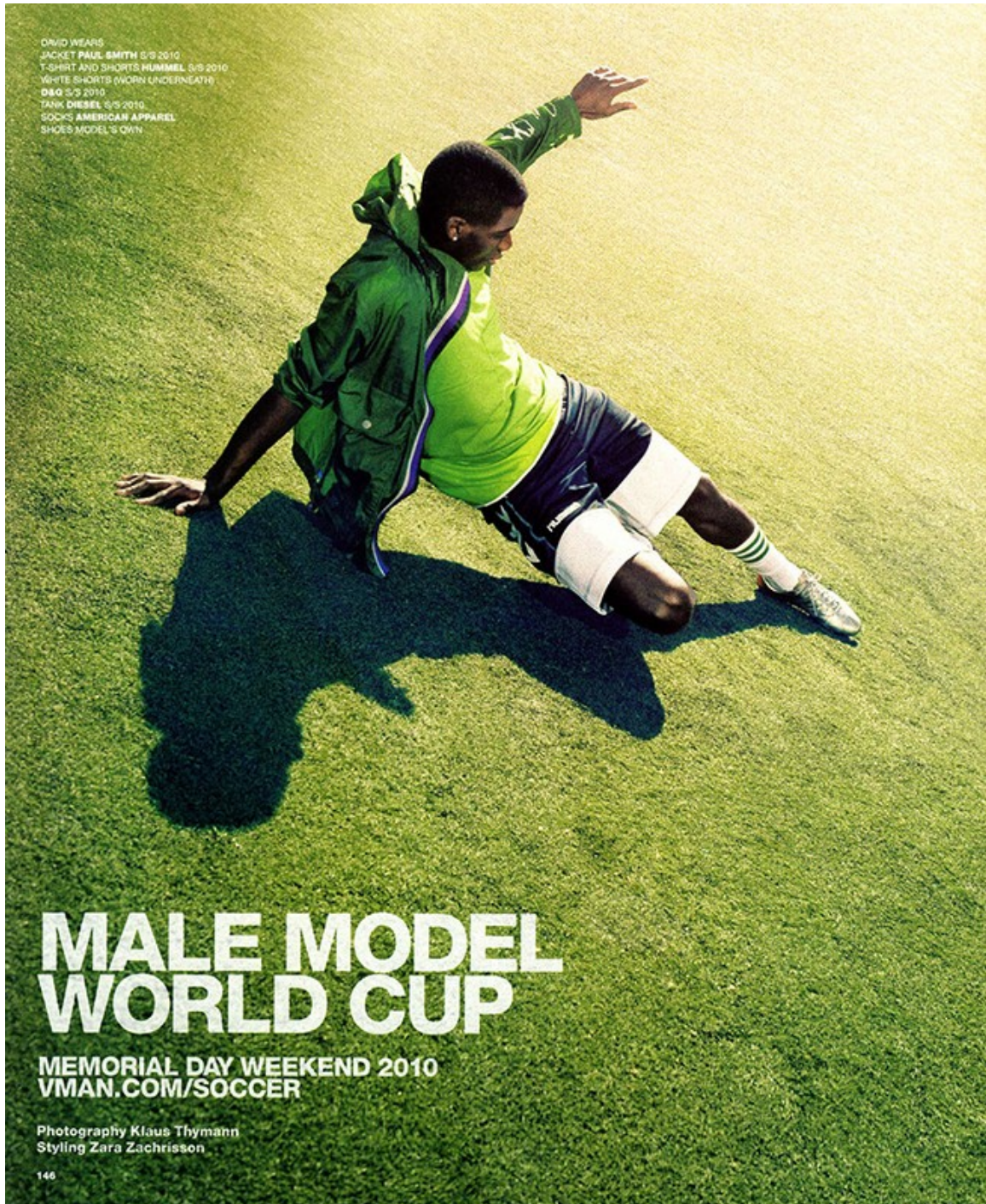
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A male model is captured in a dynamic, low-to-the-ground pose on a lush green grass field. He is wearing a vibrant neon green t-shirt, a dark green jacket with purple accents, dark shorts, white socks, and sneakers. His arms are extended outwards, and his body is angled towards the right. A sharp shadow of the model is cast onto the grass to his left, indicating bright, high-angle sunlight. The overall aesthetic is clean and modern, typical of a fashion magazine advertisement.

DAVID WEARS
JACKET PAUL SMITH S/S 2010
T-SHIRT AND SHORTS HUMMEL S/S 2010
WHITE SHORTS (WORN UNDERNEATH)
D&G S/S 2010
TANK DIESEL S/S 2010
SOCKS AMERICAN APPAREL
SHOES MODEL'S OWN

**MALE MODEL
WORLD CUP**

MEMORIAL DAY WEEKEND 2010
VMAN.COM/SOCCER

Photography Klaus Thymann
Styling Zara Zachrisson

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ASSEMBLY NEW YORK

Year-old downtown retailer Assembly New York wowed with its house-designed new collection. Opening Ceremony watch out!

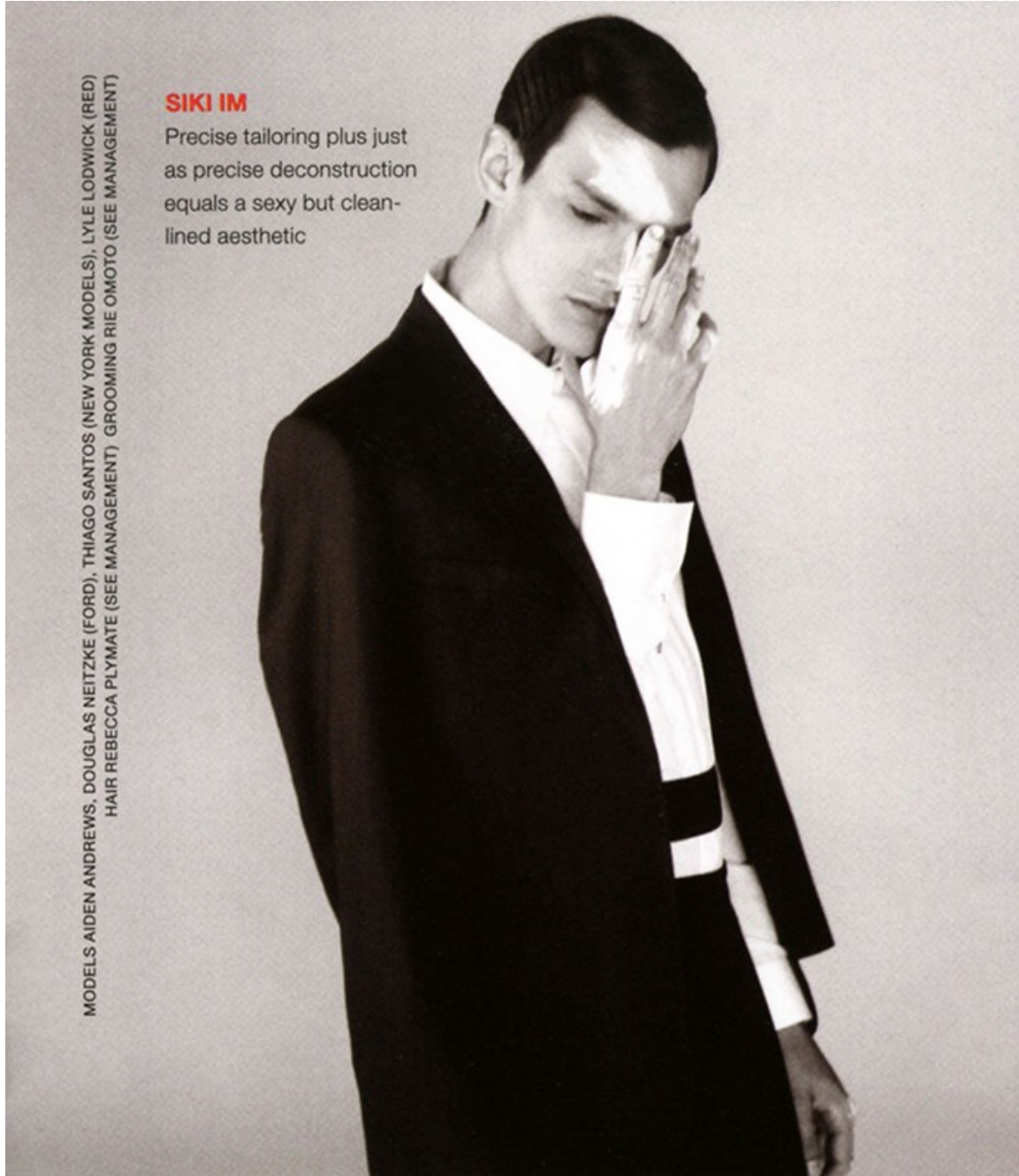
NECKLACE
GILES & BROTHER
BY PHILIP CRANGI
SHOES VINTAGE

THIS PAGE
PHOTOGRAPHY
CAMERON KRONE
STYLING YUKI JAMES
TEXT JACOB BROWN

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MODELS AIDEN ANDREWS, DOUGLAS NEITZKE (FORD), THIAGO SANTOS (NEW YORK MODELS), LYLE LODWICK (RED)
HAIR REBECCA PLYMATE (SEE MANAGEMENT) GROOMING RIE OMOTO (SEE MANAGEMENT)

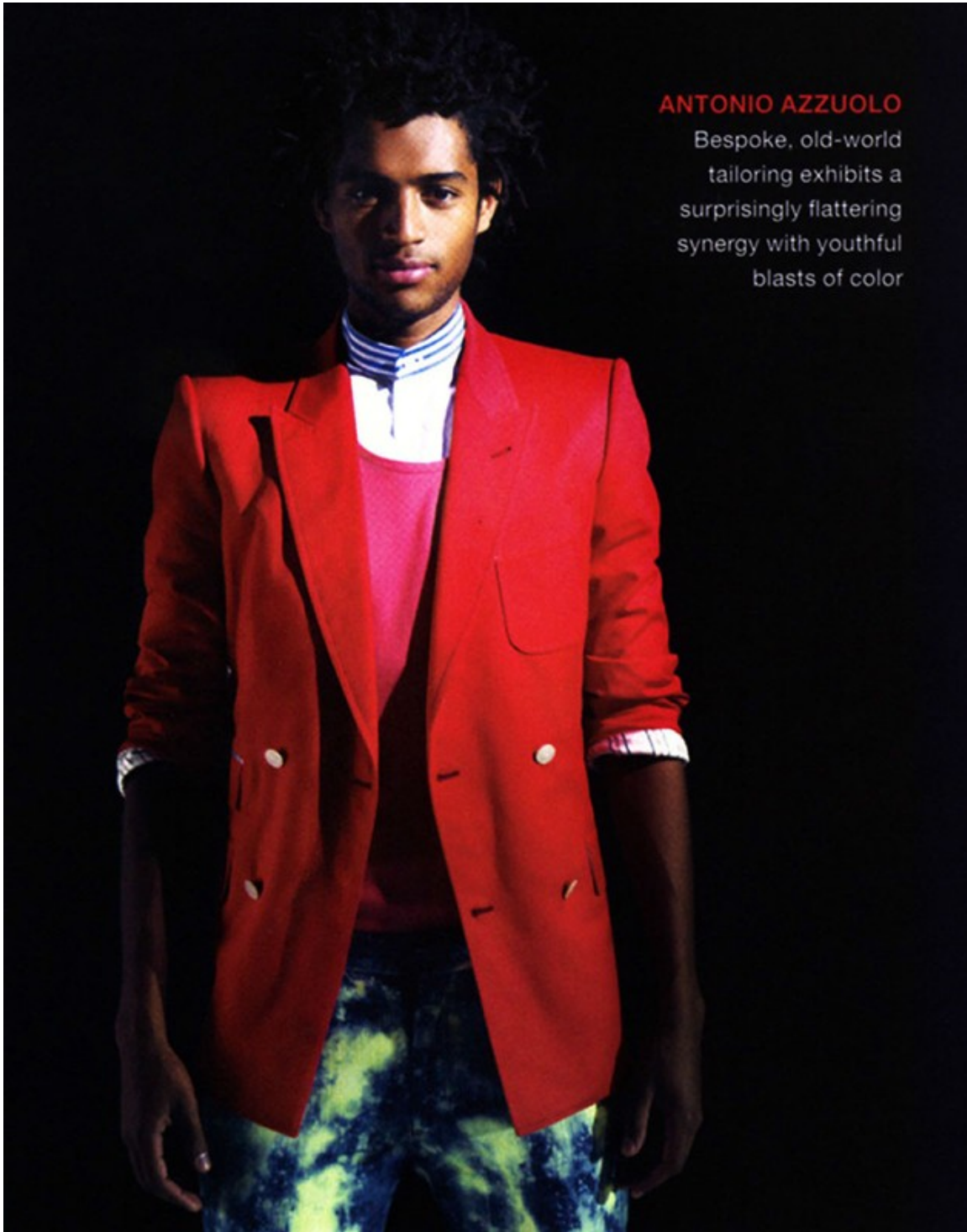
SIKI IM

Precise tailoring plus just
as precise deconstruction
equals a sexy but clean-
lined aesthetic

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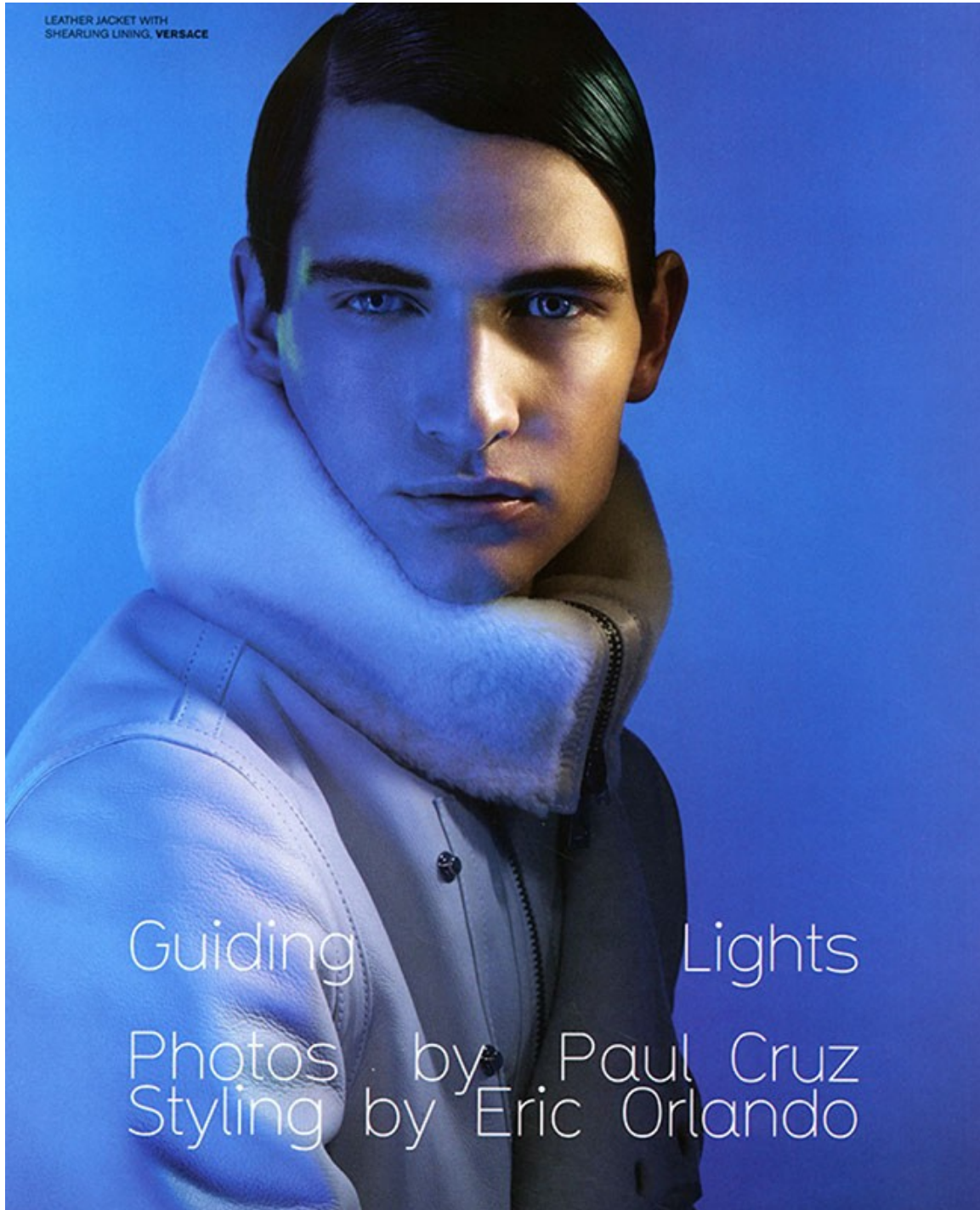
ANTONIO AZZUOLO

Bespoke, old-world tailoring exhibits a surprisingly flattering synergy with youthful blasts of color

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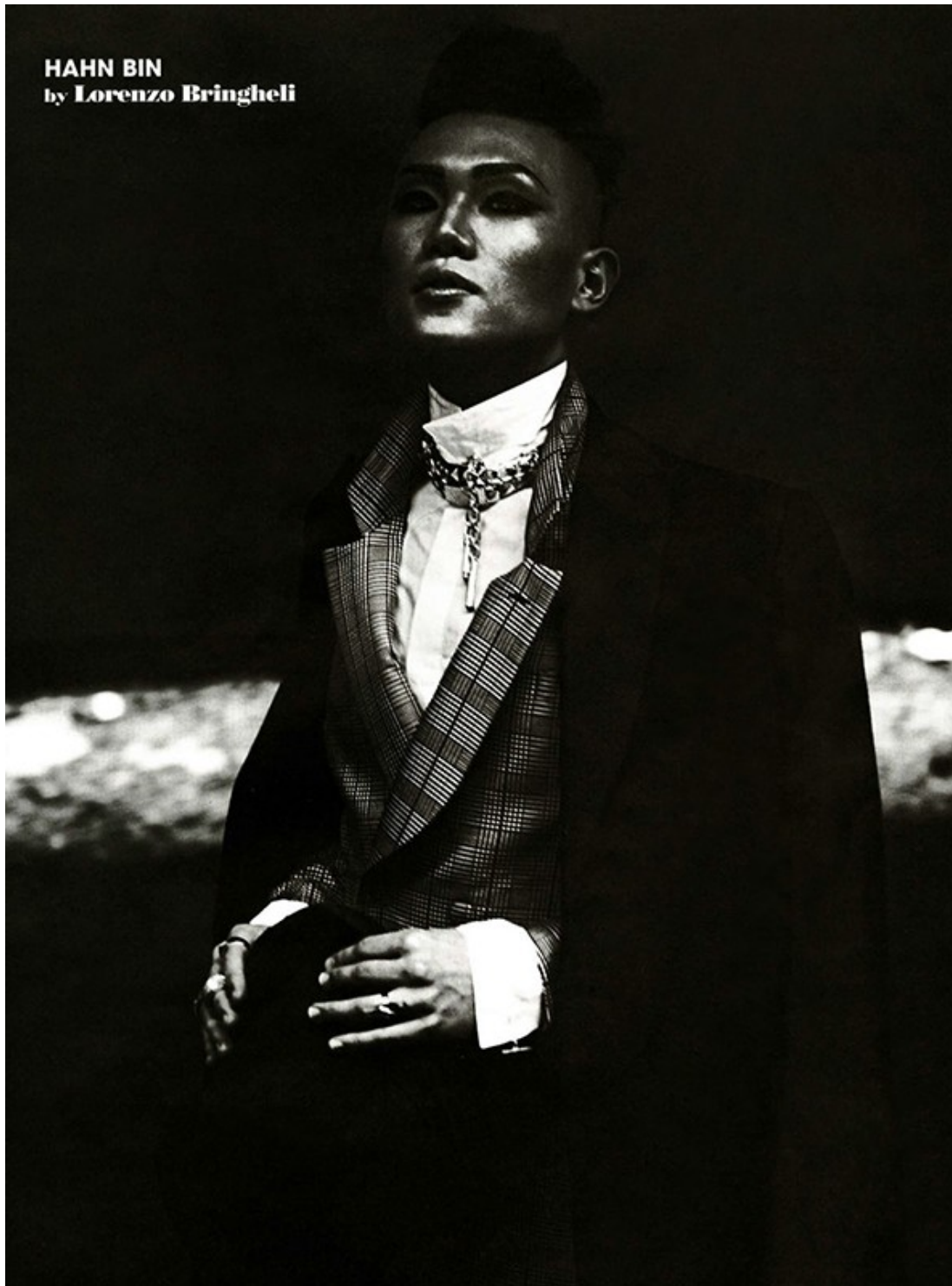
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On Lundqvist:
Two-button wool suit
(\$2,750) by Prada; cot-
ton shirt (\$330) by Sai-
vatore Ferragamo;
cashmere tie (\$325) by
Brunello Cucinelli.
On Richards: One-but-
ton cotton suit (\$1,295)
and cotton shirt (\$295)
by Calvin Klein Collec-
tion; silk tie (\$125) by
John Varvatos.

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**HENRIK
LUNDQVIST**
30, GOALTENDER

**HIGH POINT OF
LAST SEASON:**

Logged his sixth career playoff shutout in game three of the Eastern Conference finals.

**ON THE EVOLUTION
OF NHL STYLE:**

"I still remember the comments my first year in the NHL in 2005.

People, especially the older guys, thought my suits were too tight or skinny. They weren't into fashion as much as the young guys today are."

**ON THE BEAUTY OF
HIS JERSEY:**

"Coming from Europe, they advertise on the jerseys and it ruins the whole look. The uniforms here are so clean, and they look so much better."

Two-button wool suit (\$1,695), cotton shirt (\$325), and silk tie (\$155) by Ralph Lauren Black Label; cotton pocket square (\$10) by Paul Stuart.



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**BRAD
RICHARDS**
32, CENTER

**HIGH POINT OF
LAST SEASON:**

Power-play goal, with only 6.6 seconds left in game five of the Eastern Conference semis. (Game went into overtime. Rangers won.)

**ON HIS (OTHER)
UNIFORM:**

"We have to wear suits to every game, and when you live in New York and you're so exposed to fashion, it's fun to play around with the different styles."

**ON THE LIMITS
OF A LUCKY SUIT:**

"If you win a big game, you'll remember the suit you wore that day and you'll wear it again—it's a superstition thing. This past playoffs, I had a Calvin Klein suit that I wore when we won a couple game sevens, and I'd put it back in the closet after the game and save it till our next game seven. Unfortunately, it doesn't always work."

Two-button wool suit (\$795) by Joseph Abboud Collection; cotton shirt (\$295) by Calvin Klein Collection; wool knit tie (\$95) by Jack Spade; leather shoes (\$1,050) by Tom Ford; linen pocket square (\$50) by Thomas Pink; leather belt (\$145) by Martin Dingman.



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ALTUZARRA

"A lot of it came from sport," explains Joseph Altuzarra, holding a bonded leather top inspired by hockey uniforms from his spring collection. "It started with the idea of how to take the functionality of fall into spring." The 27-year-old, Paris-born designer (photographed here with, from left, Claire Courtin-Clarins, Lauren Santo Domingo, and cousin Lily Kwong) understands the tastes of the modern metropolitan woman whose 24-hour-racecourse lifestyle demands a wardrobe that keeps pace. His signature: "A mix of something very sexy and something very utilitarian as well."



All women's clothing by Altuzarra. Hair: Teddy Chinche for Olay. Makeup: Yumi Maki for Chanel Beauty. Grooming: Rebecca Plymate for L'Oréal Paris. Details: see in This Issue.

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A.A. ANTONIO AZZUOLO

"The basic premise is building a man's wardrobe," explains Montreal-bred menswear designer Antonio Azzuolo. Azzuolo, 41 (photographed with actor Ben Barnes), was at a sewing machine by age six (his mother was a seamstress; his father, a tailor's apprentice) and went on to Hermès, Kenzo, and, most recently, Ralph Lauren as menswear design director before launching his own line, in 2008, of carefully crafted pieces that cater to the downtown dandy. The result is a harmonious union of Upper and Lower East Side style—classic tailoring fused with off-kilter touches like slightly cropped jackets and rounded shirt collars. "There's a good balance in my collections between my highly tailored pieces and this kind of more forward, edgy, casual aspect," he says. "So there's a poetic side and a creative side."

VIDEO: KEEP UP WITH THE CFDA/VOGUE FASHION FUND COMPETITION WITH OUR EXCLUSIVE VIDEO SERIES, "THE FUND," ON VOGUE.COM.

Art Dept. by A.A. Antonio Azzuolo. Hair: Diego Di Sileo for Wella Professionals; grooming: Rebecca Plymate for L'Oréal Paris; Details: see in This Issue.

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CARLOS CAMPOS

Carlos Campos navigates deftly around his recently opened microboutique on the Lower East Side, pulling out pima-cotton polo shirts in hand-dyed deep-sea blues. "We play a lot with color because we like basics," says the 38-year-old menswear designer (L.17, photographed here with musician Theophilus London), who hails from Honduras and hopes to open ten stores—mostly in South America—within the next five years. "The ideal customer is a guy like me, who really appreciates the details; I cannot design something if I'm not thinking about how it's going to be constructed." Campos creates all of his patterns and colors himself, which determines both his bottom line and his schedule: "I think that's the reason why I'm still in business; I save a lot of money making everything myself! I have this little calendar that says, 'Today I have to do two patterns, three patterns.' When it's something fun, I do it on Saturday or Sunday!" In this story: Production design by Nick Des Jardins at Mary Howard Studio.



All clothing by Carlos Campos. Hair, Teddy Chaves for Otto Sabat; grooming, Rebecca Plymate for Lessor Gray. Details, see in This Issue.

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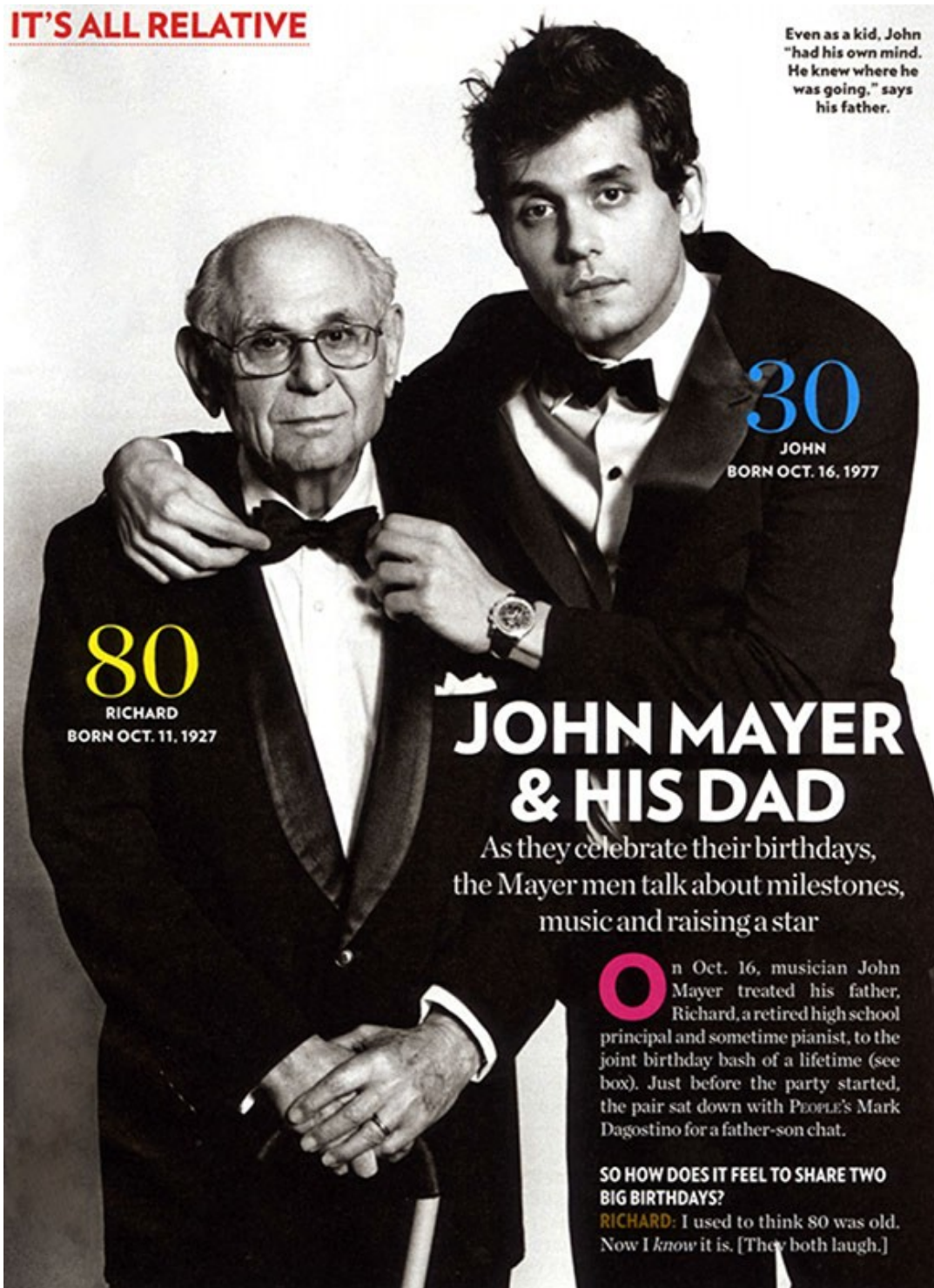
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IT'S ALL RELATIVE

Even as a kid, John "had his own mind. He knew where he was going," says his father.



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RICHARD
BORN OCT. 11, 1927

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JOHN
BORN OCT. 16, 1977

JOHN MAYER & HIS DAD

As they celebrate their birthdays, the Mayer men talk about milestones, music and raising a star

On Oct. 16, musician John Mayer treated his father, Richard, a retired high school principal and sometime pianist, to the joint birthday bash of a lifetime (see box). Just before the party started, the pair sat down with PEOPLE'S Mark Dagostino for a father-son chat.

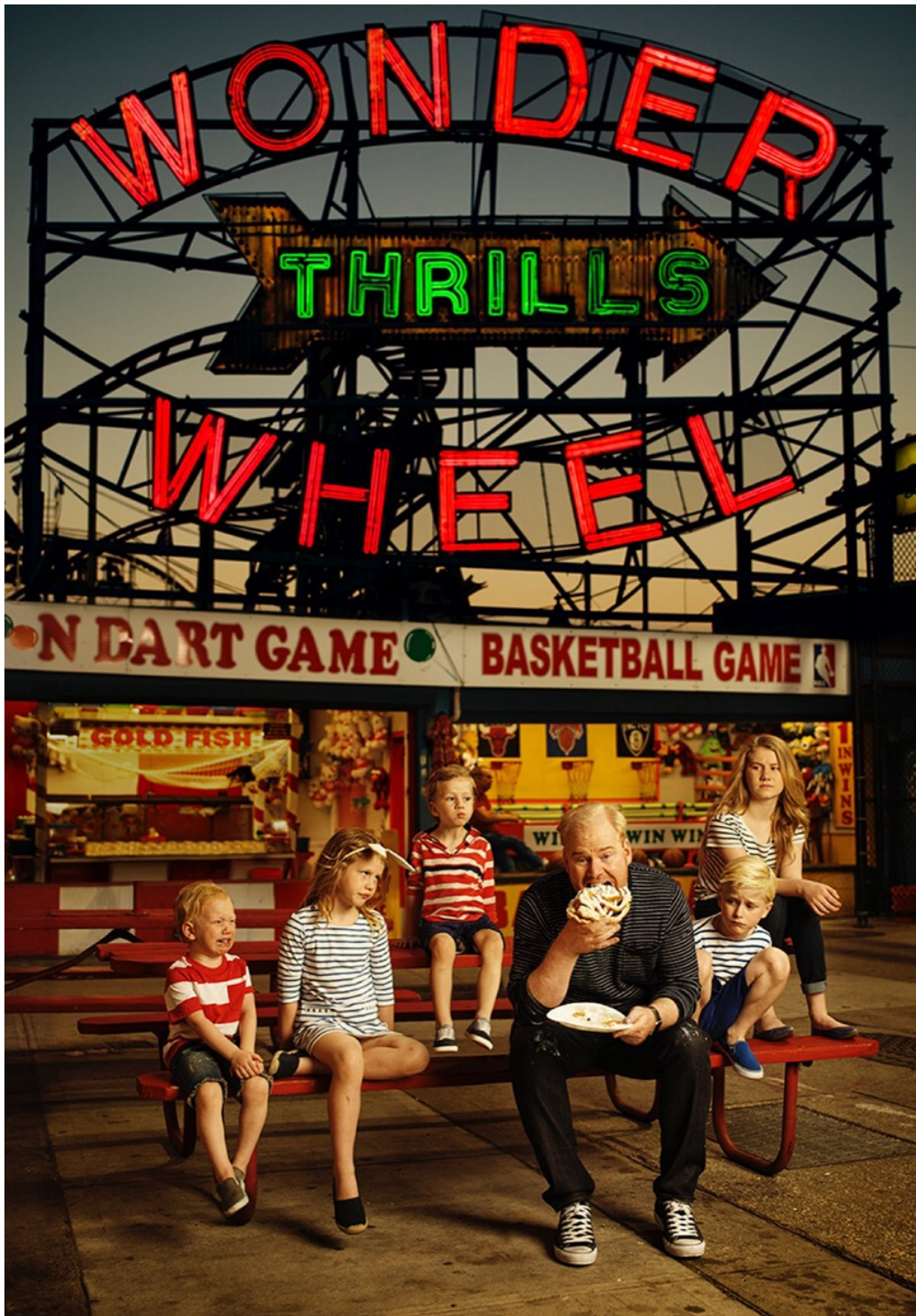
SO HOW DOES IT FEEL TO SHARE TWO BIG BIRTHDAYS?

RICHARD: I used to think 80 was old. Now I *know* it is. [They both laugh.]

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