

Art Department



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Left
Coat & Suit 100

Right
Coat, Shirt & Sweater 100
Hat 100
Dog 100

Styling: SCOTT McMAHAN, Art Department using Ray, the Chihuahua
Proprietor: LEE ANN BENTON
Model: MILE GUZIK of Model Agency
Special Thanks to:
End of History - 545 1/2 Hudson Street New York, NY
Global Girl - 100 W 10th St New York, NY
Ship and Dip - 204 Mott St, New York, NY

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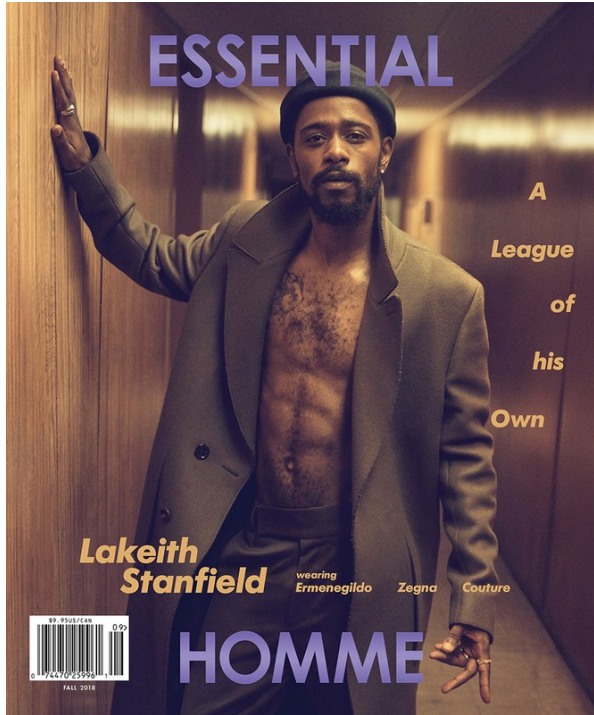
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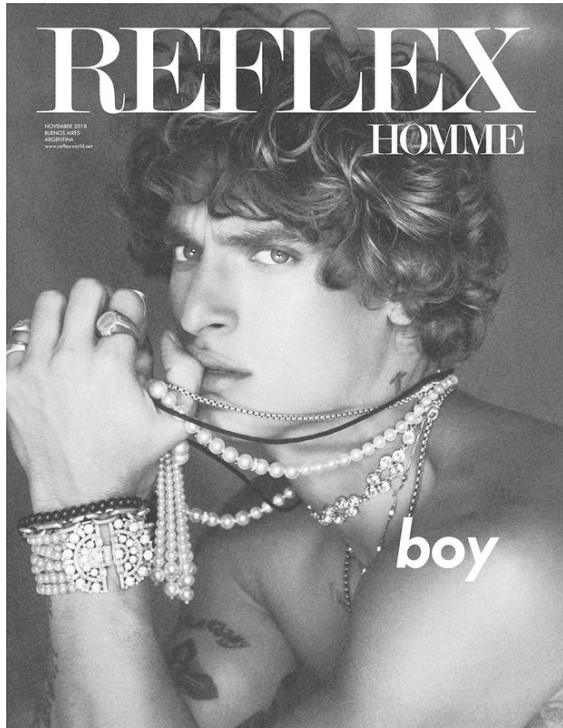
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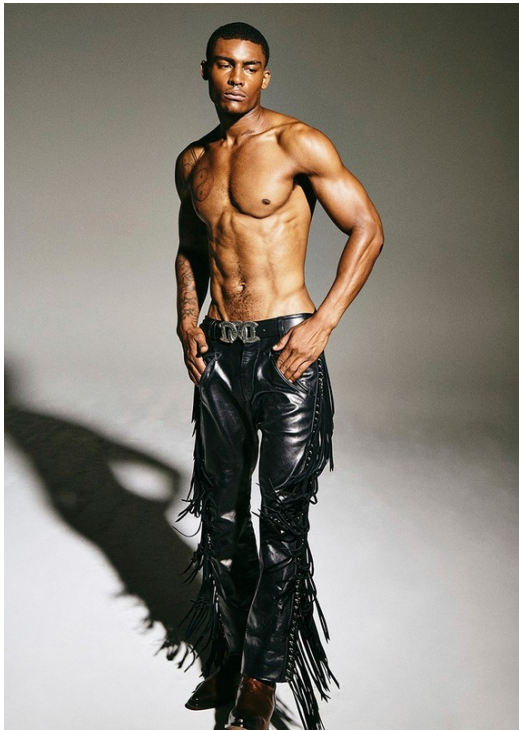
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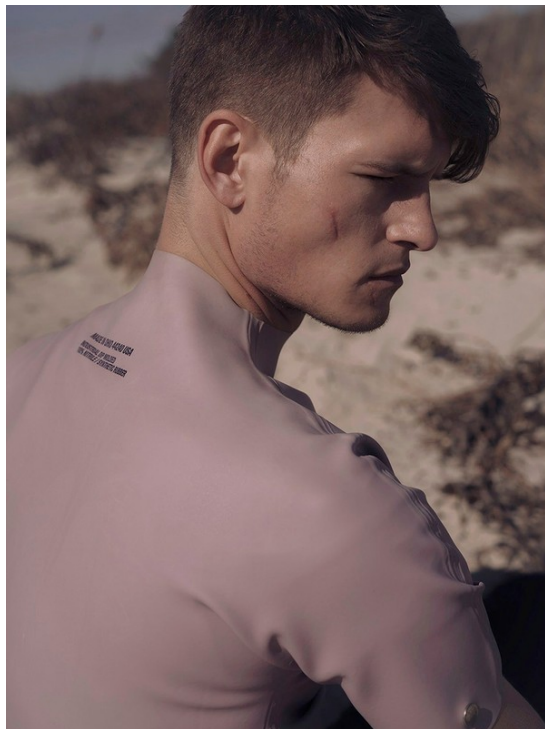
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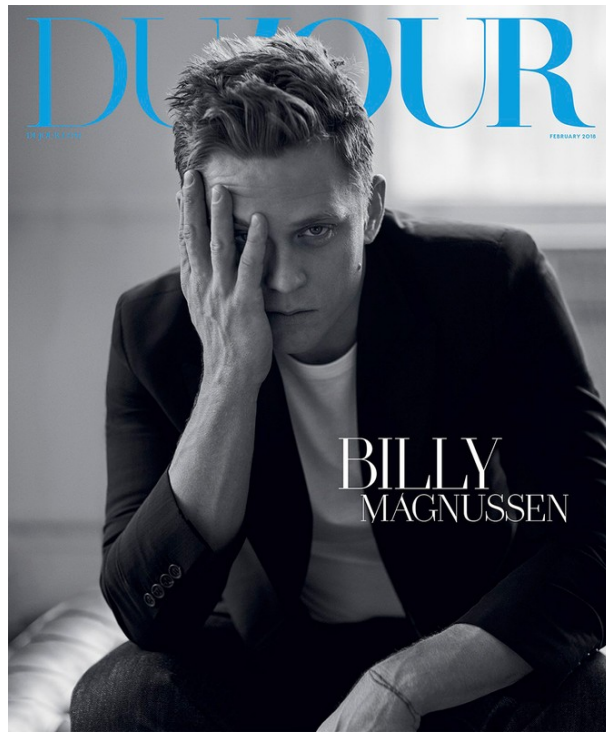
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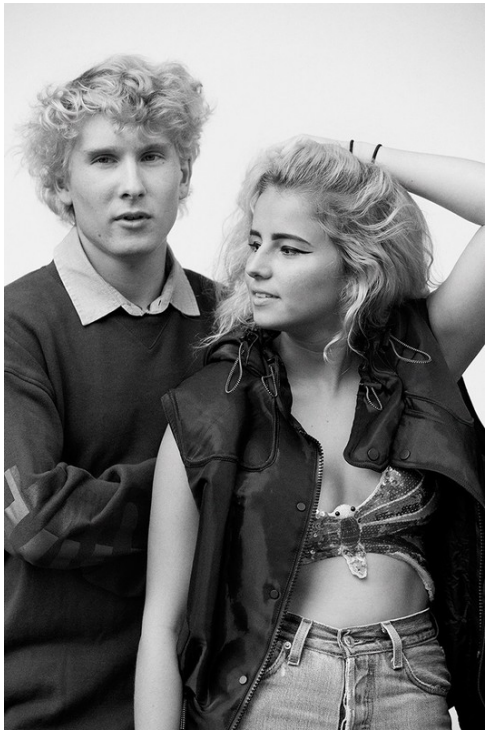
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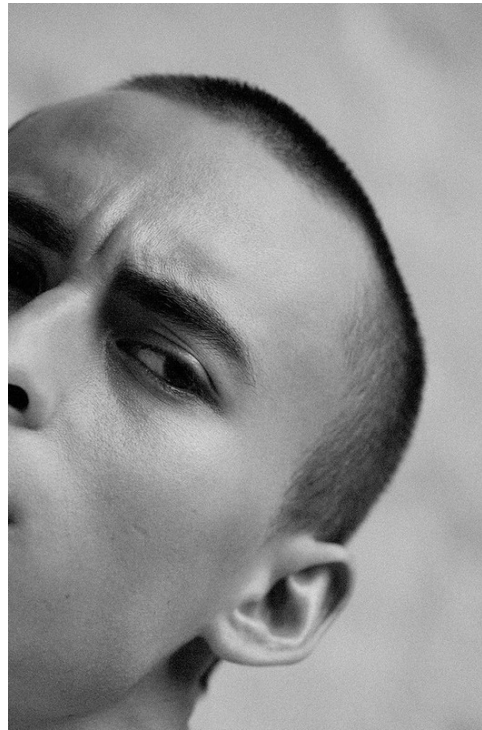
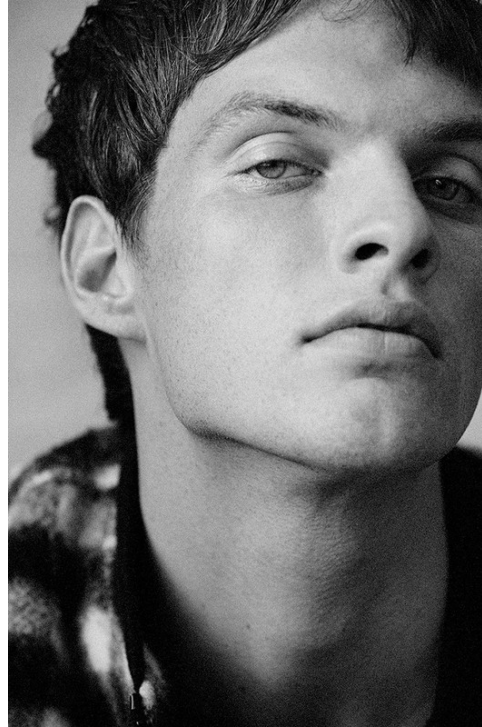
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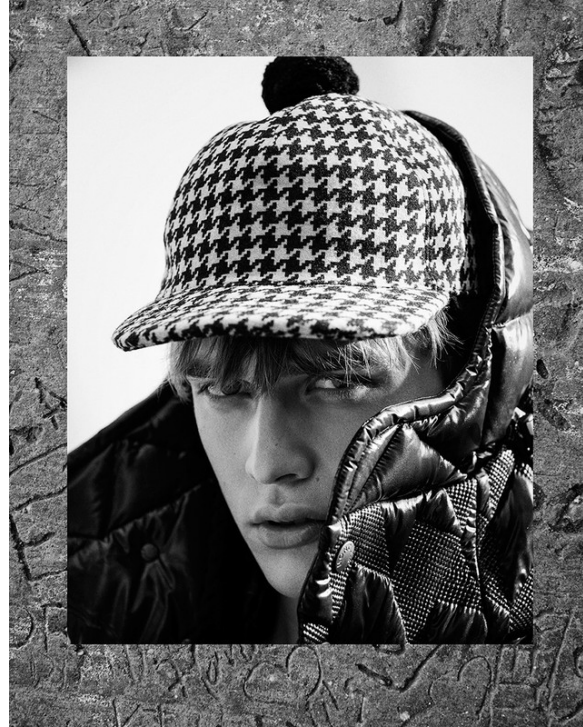
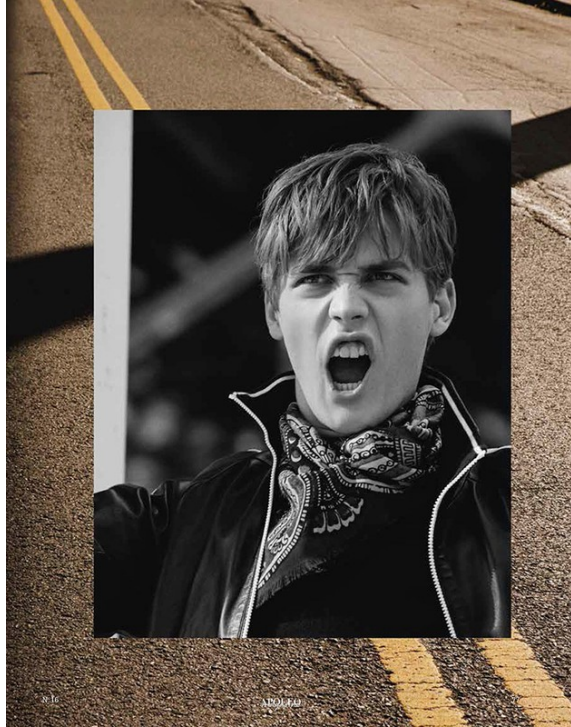
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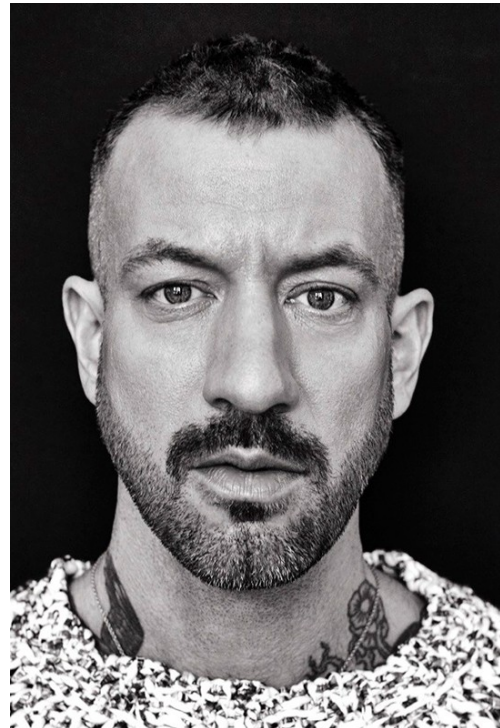
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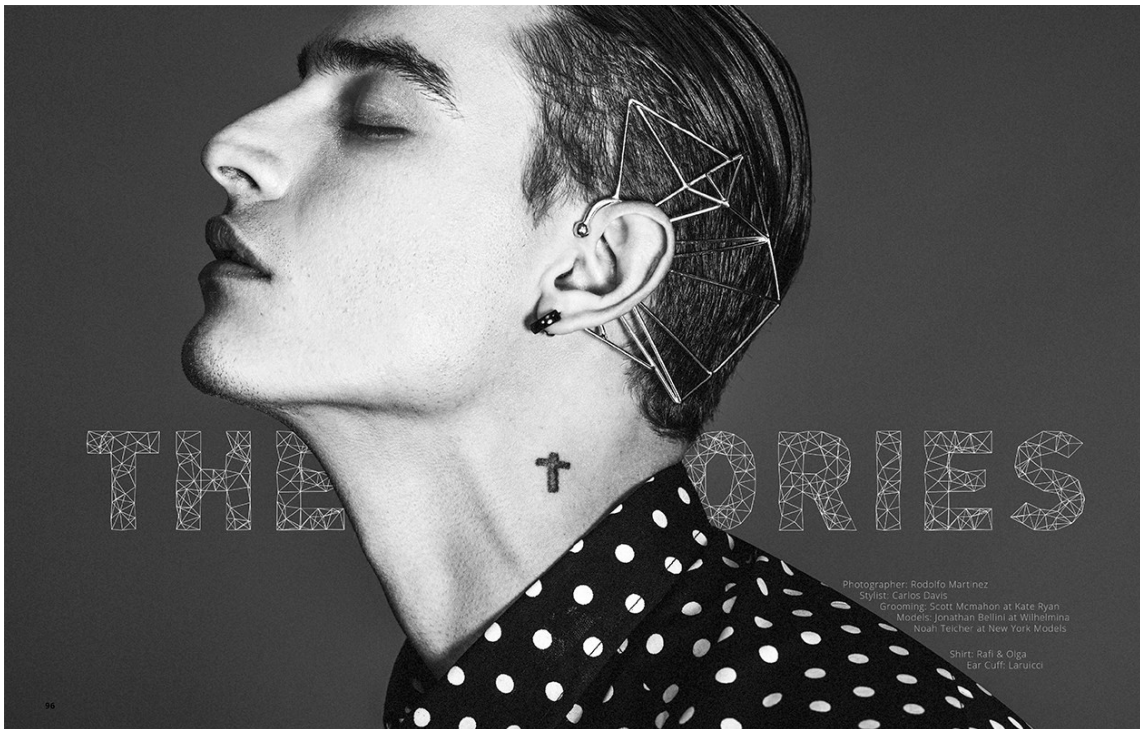
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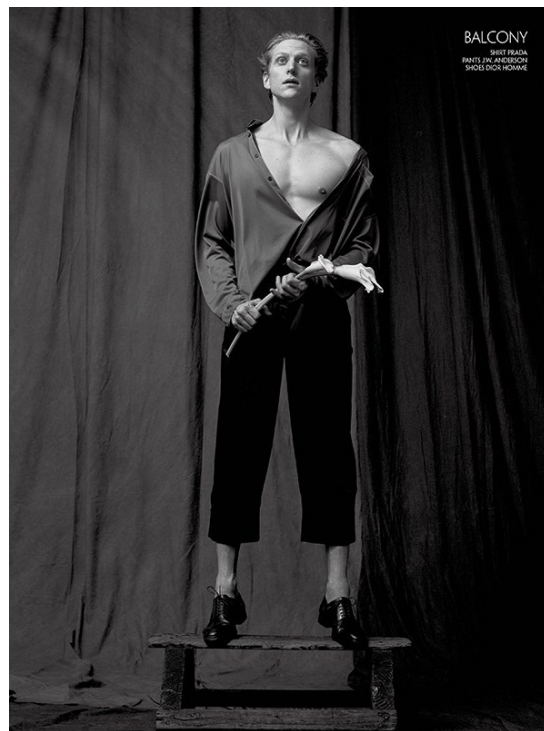
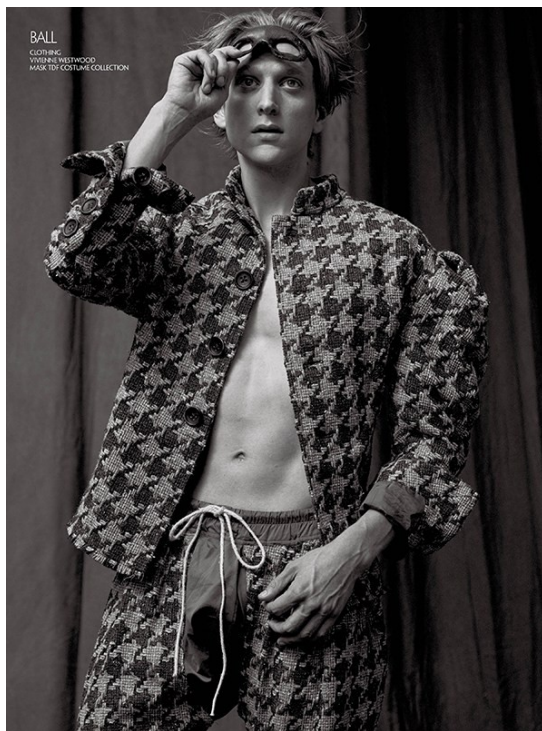
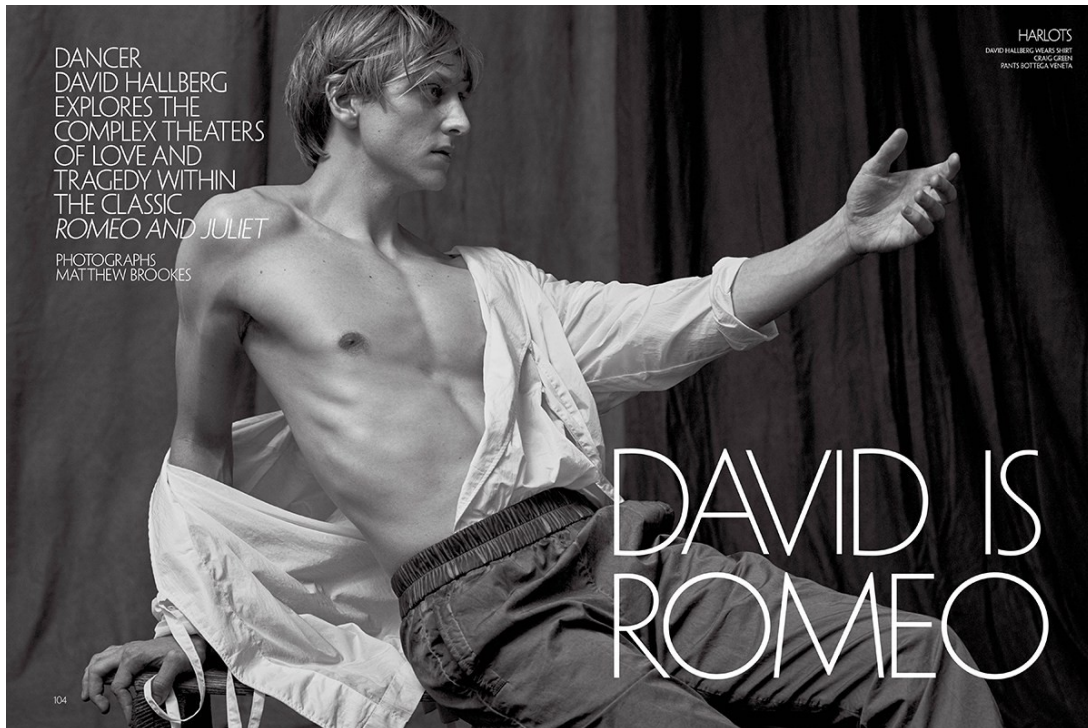
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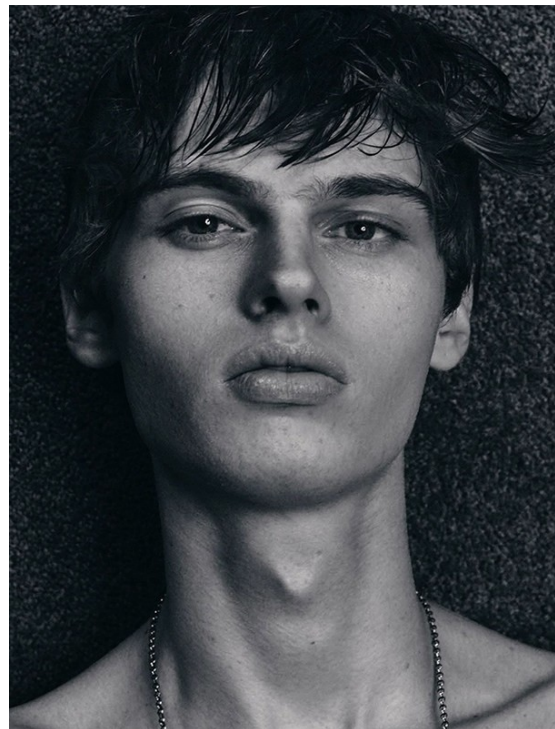
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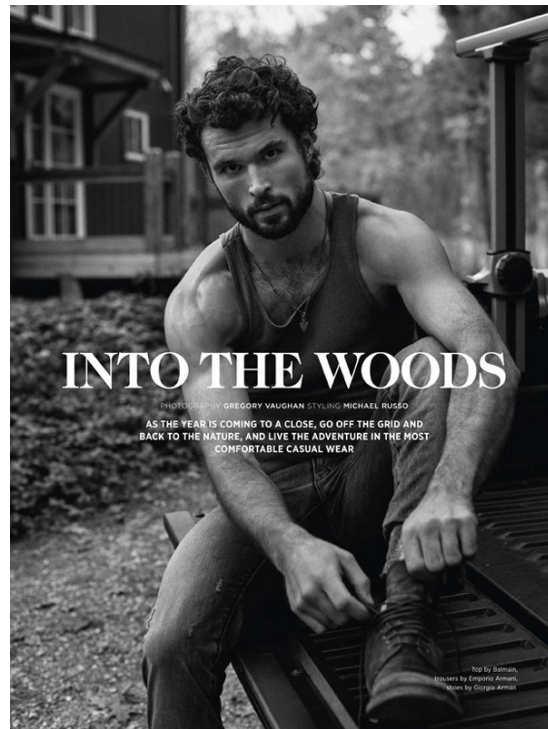
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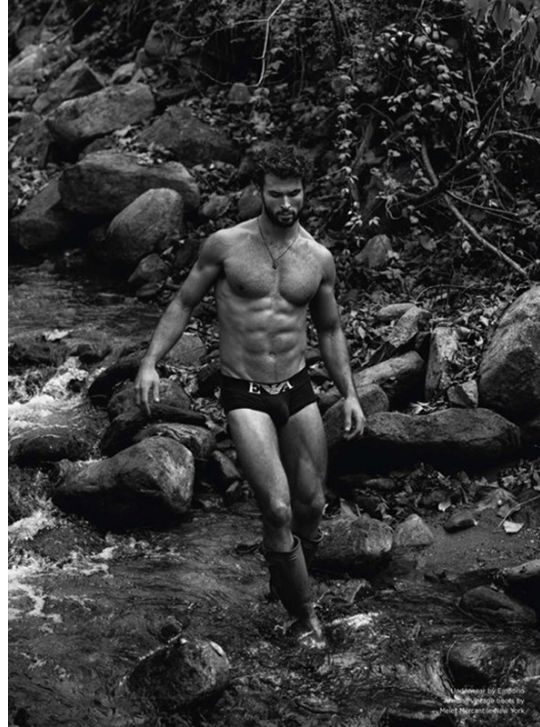
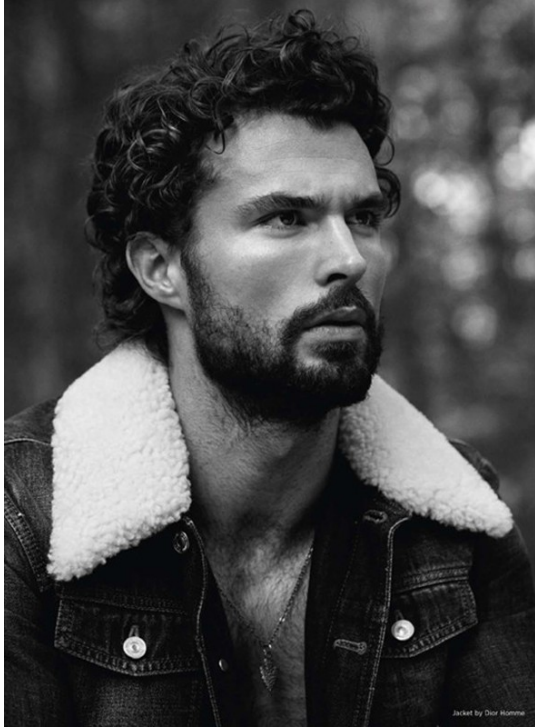
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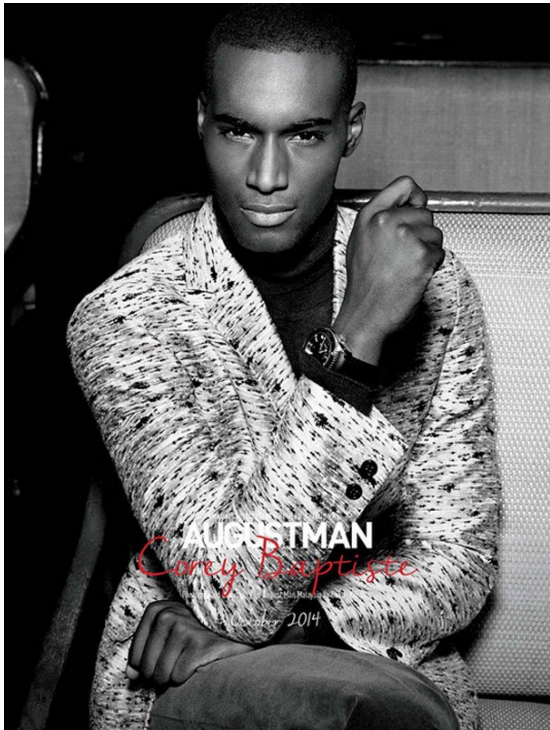
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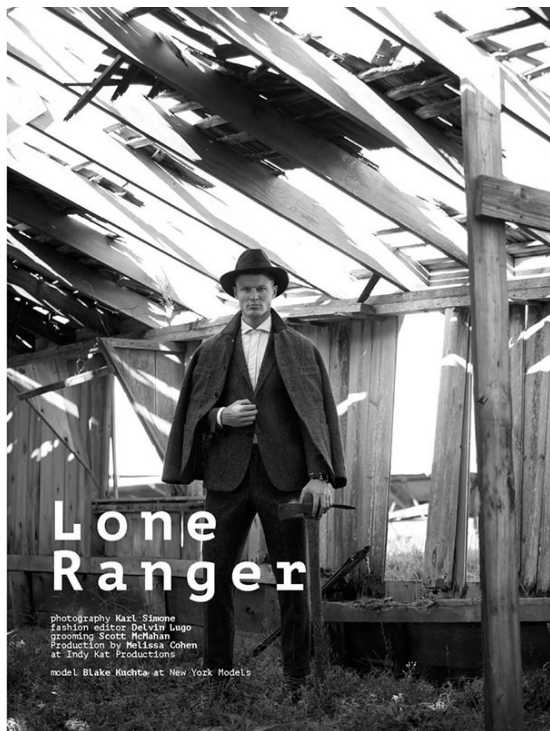
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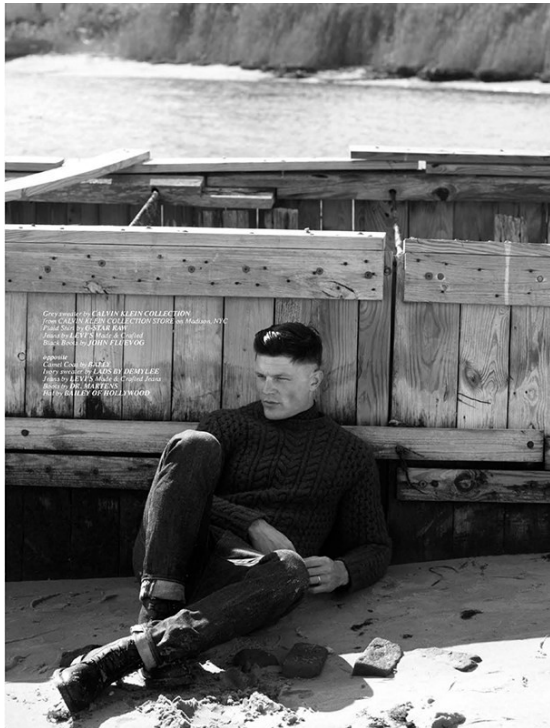
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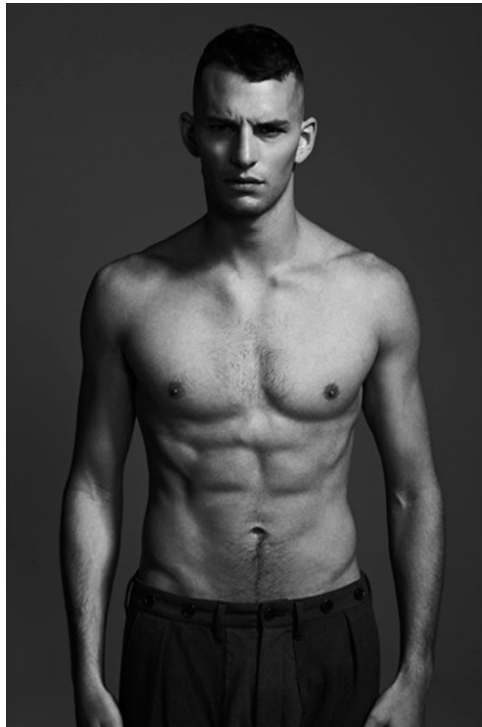
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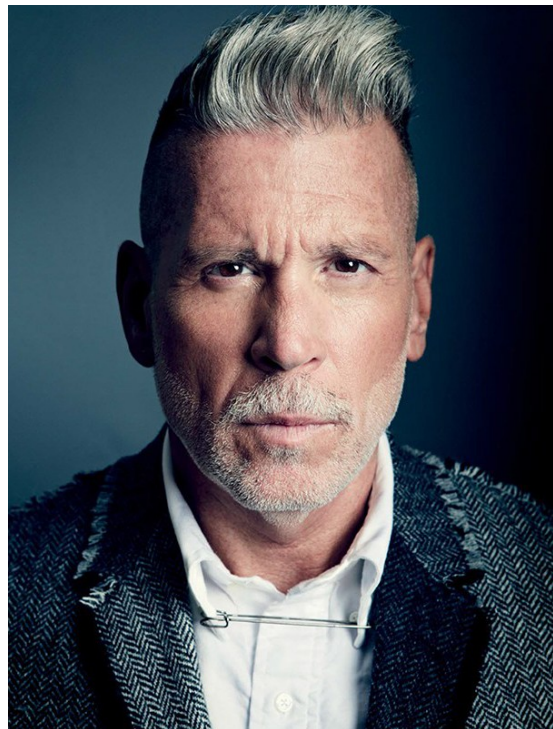
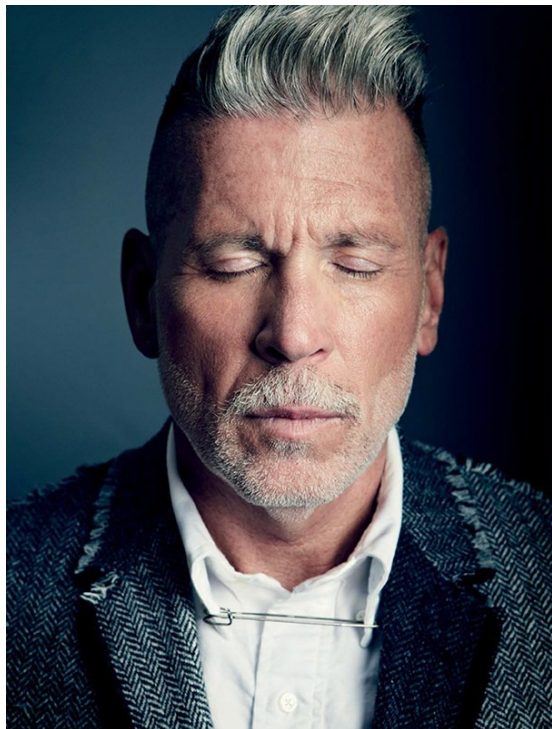
Chris wears shirt by C.C. Calvin Klein, Glasses, Village Way-Dan Farn Silver Living Opticians
Groomer: Scott McMahan
Photo Assistant: James O'Connell, Mexico Lopez
Styling Assistant: Staff Italia, Adrian Marcell
Hair: Eric Livengood
Models: Chris Fild & Paul M., Josh Ferguson
Special Thanks to Sam Duerfer, Proff M. Art & Commerce and Paul Ashkey's.



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JOSEPH COLEMAN, 47
SECOND ACT:
POET; PRESIDENT OF THE FIT REPORT
 Booked for his first big gig (a Guerin ad) by photographer Peter Lindbergh after a chance meeting at a hotel, Coleman modeled for a decade before starting the Fit Report, a bi-lingual consultant for fashion trends. In 2006, he is also a published poet, contributing works to Esquire and an upcoming edition of The New Criterion.

OLD RULE: NO WHITE JEANS IN WINTER.
NEW RULE: ANY COLOR JEANS WORK ANY TIME OF THE YEAR, EXCEPT YELLOW, WHICH WORK NEVER.



This page: Two-button wool-and-cashmere suit (\$3,990) and leather gloves (\$225) by Giorgio Armani; cotton sweater (\$190) by Rag & Bone; leather shoes (\$440) by Givenchy; scarf (\$180) by Gant; zipper leather bag (\$680) by Coach. Opposite: Wool-and-cashmere suit (\$380) by J. Crew; cotton shirt (\$38) for \$100 by Calvin Klein; underwear (\$38) for \$100 by Calvin Klein; dresswear; cotton jeans (\$95) by Diesel; leather and rubber boots (\$140) by Sperry Top-Sider; steel Calibre de Cartier chronograph (\$15,200) by Cartier; vintage hat (\$5) by Cashmere.

WALTER SCHUFFER, 48
SECOND ACT:
AGENT AND OWNER OF WALTER SCHUFFER MANAGEMENT
 Walter Schuffer's story is a cautionary tale with a happy ending: "Having long dreamed of a job in Vienna when I was 15, I think it was a school night." Cut to Schuffer modeling for houses like Valentino and Gucci, and when being in front of the camera ceased to be as compelling as what was going on behind it, he called everything in to order for himself and started Walter Schuffer Management, which has represented photographers, models, and set designers for nearly twenty years.

OLD RULE:
 Sweatshirts for the gym, the field, or the couch.
NEW RULE:
 A fitted sweatshirt for anywhere and with anything—even under a suit.



This page: Cotton-nylon-and-wool suit (\$275), two-button wool suit (\$1,895), and cotton shirt (\$90) by Polo Ralph Lauren; silk tie (\$210) by Ralph Lauren; Fur jacket; leather boots (\$440) by Cole Haas; steel Pottery Barn watch (\$100) by NYC; Opposite: Leather jacket (\$2,595) by Burberry; cotton shirt (\$140) by Thomas Pink; tie (\$88) by Ermenegildo Zegna; silk tie (\$100) for watch (\$8,800) by Omega.

KWAME DAVIS, 38
SECOND ACT: **BOXER**
 "The main thing you work on when you're a model and a boxer is your defense," says the former Joseph Abboud and now Barneys model, who usually trains in the gym five hours a day to maintain his five-foot-five-inch record in professional fights. And there are other reasons from the news that help the light-heavyweight in training: "I learned a lot from modeling. It's a show-biz. Plus, the more people that see you in magazines, the more people want to see you fight."

OLD RULE:
 NO SHIRT, TIE, OR BRIGHTLY COLORED OUTER WEAR WITH TAILORING.
NEW RULE:
 SOME HIGH-LOW CONTRAST WILL KNOCK THE STIFFNESS OUT OF YOUR SUIT.

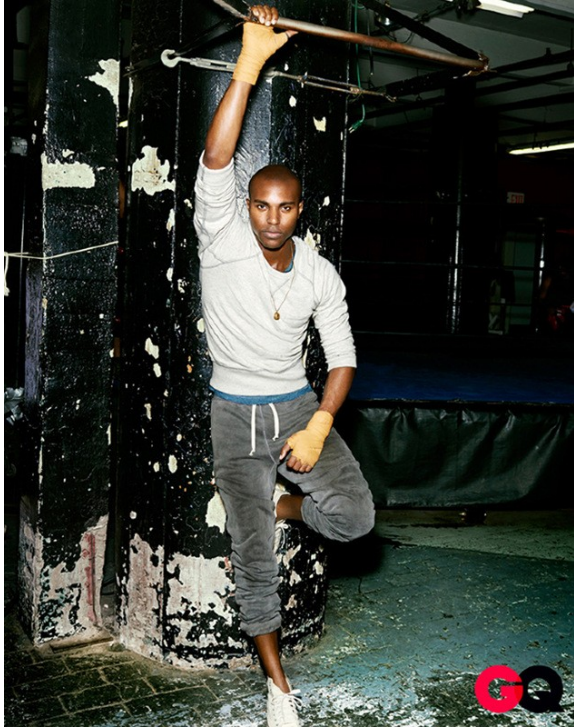


ADAM FLAMER-CALDERA, 26
SECOND ACT: **THIRD-YEAR MEDICAL STUDENT AT COLUMBIA UNIVERSITY**
 Sure, his hundred-hour-a-week pediatric-care rotations at the Harlem Hospital Center exhaust him, but after seven years of modeling for brands like Michael Kors and Gucci, Flamer-Caldera is "used to not sleeping." Another typical experience for the man who still models in between twelve-hour shifts: "My patients say, 'I think I recognize you from somewhere.' I tell them, 'You don't know me. I think you might be delirious from fever.'"

OLD RULE:
 NECKTIES AND LEATHER JACKETS DO NOT BELONG IN THE SAME SENTENCE, MUCH LESS ON THE SAME MAN AT THE SAME TIME.
NEW RULE:
 SUB OUT YOUR BLAZER FOR A LEATHER JACKET TO ACHIEVE THE RIGHT AMOUNT OF EDGE.

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