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FADER

THE SEX ISSUE
108 MAR/APR 2017

Perfume Genius

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POWER 100

GEORGE DRAKOULAS

THEN Officially, the "moment" at Def Jam '82 was the greatest time — to be 21 or 22 in New York running with the Beastie Boys... We were the princes of the city.
NOW An in-demand music supervisor based in Los Angeles whose credits include *The Secret Life of Walter Mitty* and *The Hangover* series.

RUSSELL SIMMONS

THEN Co-founder, CEO, later named chairman. "We were making records, we loved and building careers we believed in — the way we saw fit."
NOW The founder of Rush Communications and a devout vegan, Simmons opened Tantrix, a wellness center based upon the concepts of yoga science, in the same building as Wood Hollywood's SoHo House.

RICK RUBIN

THEN Co-founder. With an ear for hip-hop and metal, he launched Def Jam while in college, teaming with Simmons and Cohen for their then-limited industry *Know How*.
NOW The Grammy-winning producer (Jadeu, Megalith, Dixie Chicks) is rehabbing Malibu's Shangri-La Studios, once owned by Bob Dylan.

Drakoulas, Simmons and Rubin photographed by Kory Angelstein Jan. 18 at Shangri-La Studios in Malibu.

In reuniting Def Jam founders Rick Rubin, Russell Simmons and George Drakoulas (missing from *Billboard*'s shoot was Lyor Cohen, who was traveling abroad) — you can easily imagine the mile-a-minute conversations about music that took place in a New York University dorm room on many a night in 1983.

"There were no goals," says Rubin today. "When we were in it, it wasn't clear that there was a revolution going on. But looking back, the whole world of music changed."

Simmons recalls a sort of blissful naivete. "We didn't know how to do anything the wrong way, much less the right way. We were excited about the records we had in front of us. We didn't have to worry about the future."
Indeed, thanks to out-of-the-gate successes by LL Cool J and the Beastie Boys, the boutique label was able to secure a partnership with Columbia that would bring it into the major leagues. A decade later, Universal bought in. Today its roster includes Kanye West, Rihanna and Justin Bieber.

Is there a through line from Def Jam then to now? "There's a consistency in the poetry, which is amazing," says Simmons. "And it's still giving voice to underserved communities. Whether it's 'F' — the Police or 'Jesus Walks,' it's the same conditions and the same questions."

Classic Power Squad
DEF JAM

From a dorm room in downtown Manhattan, these barely legal schoolboys forever changed the culture by introducing hip-hop to the music mainstream.

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B. J. NOVAK

ALSO KNOWN AS:

Ryan from *The Office*.

BUT IN *MASTERS HE PLAYS*:

Private First Class Smithsonian Ussitch.

"He probably came from a family that was trying to assimilate into the WASPy mainstream by naming their kid Smithsonian, and the war was his chance to reclaim being Jewish. I don't know if you'll see that onscreen, but that's where I'm coming from when I'm paying really close attention to Brad Pitt."

ON BULKING UP:

"In the weeks leading up to filming, I did hundreds of push-ups a day in the writers' room of *The Office*. We worked it into an episode, with my character doing push-ups to try and impress Kelly." [This was a funny episode. —Ed.]

THE JOY OF SCALPING (PART FOUR):

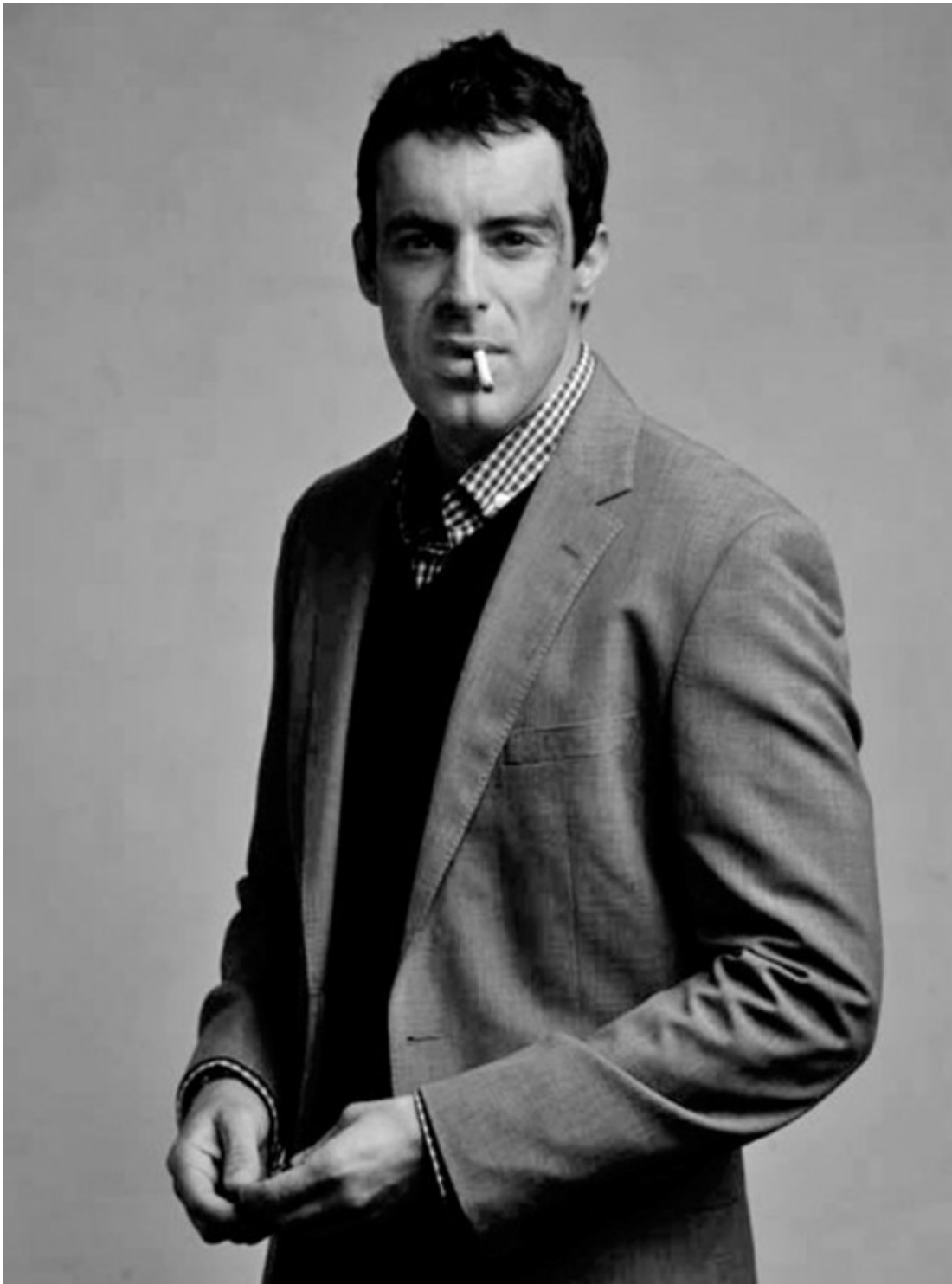
"It all started when we were all having drinks at a bar in Berlin called Tarantino's, which, believe it or not, is actually a Quentin Tarantino-themed bar. Anyway, over drinks, Quentin told us, 'You guys are going to have scalping training tomorrow, and as motivation, I'm gonna give close-ups to the top three scalpers.' I went home and stayed up late looking up 'scalping' on Wikipedia, and the next day, I was one the best. I was the best, if I may say."

This page: Two-button wood blazer (part of suit, \$1,995), wood cardigan (\$425), and cotton shirt (\$250) by Dolce & Gabbana. Opposite: Ripstop-and-cotton pajamas (\$1,225), cotton shirt (\$290), and silk tie (\$100) by Calvin Klein Collection; vest and jeans (\$174) by J.Crew; leather shoes (\$345) by Tod's.

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This page: Wool peacoat (\$1,695) and cotton shirt (\$295) by Burberry; Cypriote; Wool peacoat (\$1,740), cotton shirt (\$450), and cotton jeans (\$460) by Dior; Leather; leather shoes (\$495) by Ermenegildo Zegna.

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This page: Two-button wool blazer (\$1,280) and cotton shirt (\$495) by Dior Homme. Opposite: Two-button wool blazer (\$3,800), cotton shirt (\$290), and wool tie (\$180) by Thom Browne; cotton trousers (\$300) by Steve Khalil.

SAMM LEVINE

ALSO KNOWN AS:

Neal from *Friday* and *Geeky* and "that gay" from a dozen guest spots on different TV series.

BUT IN *BASTERDS* HE PLAYS:

Private First Class Hirschberg. "Before we started shooting, it was important to Quentin that all of us come up with credible backstories for our characters. I decided that Hirschberg came from a smaller family in Connecticut, and his family owned the second-largest deli in Hartford."

THE JOY OF GUNS (PART TWO):

"I'd never held one in my life, but in our scene of the movie, I'm running and screaming while holding this massively large machine gun that no man should ever have to hold. It was the most fun I've ever had."

CONVERSATIONS WITH QUENTIN:

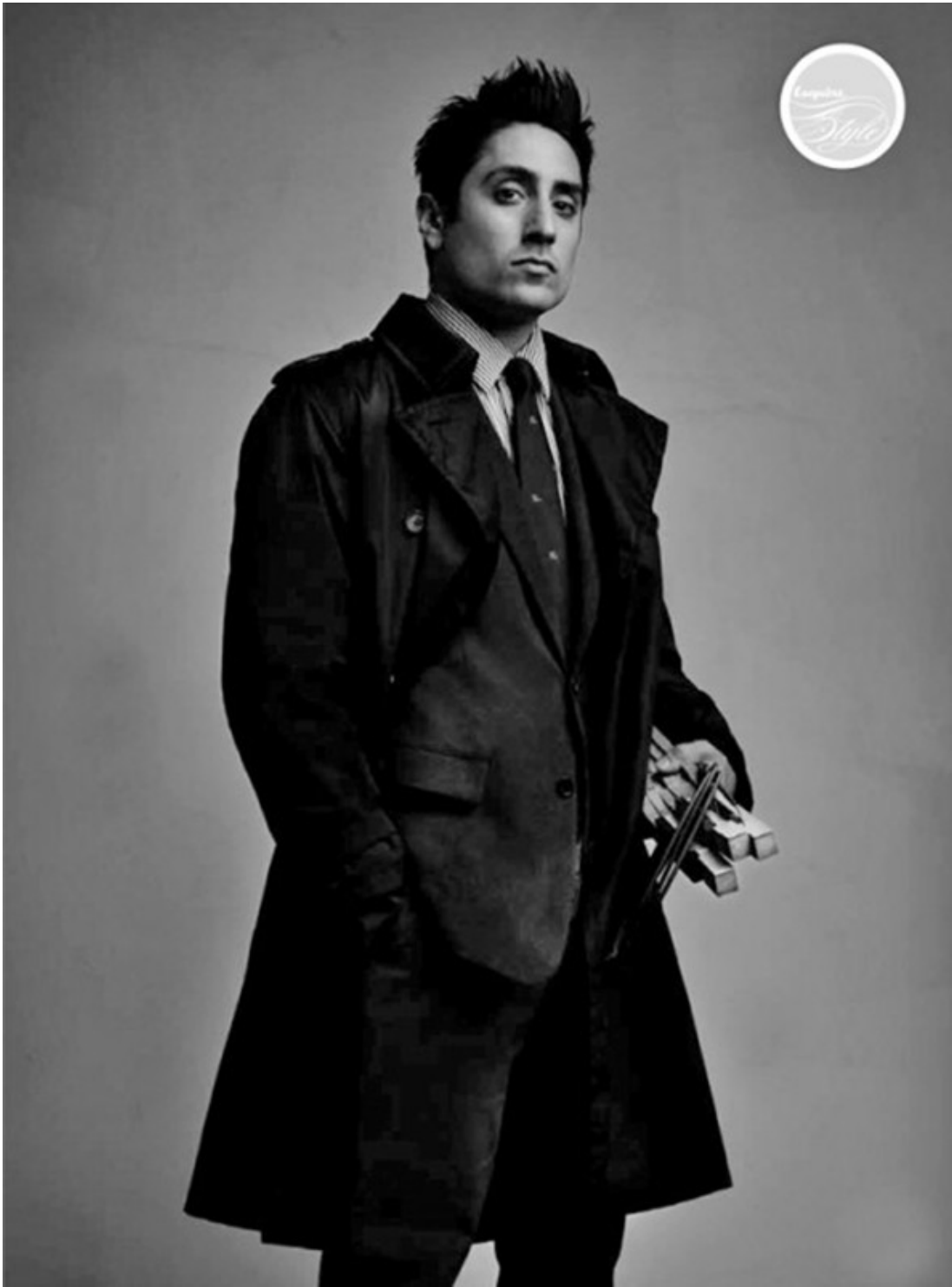
"At one point he was telling me and Omar about this amazing monologue that he wanted to give Brad about why he specifically wanted Jews in his unit. It was something like, 'The British are fighting this like it's their job, the Americans are fighting this like it's fun, but the Jews, you guys are fighting for survival. This is a matter of life and death to you, and that's the kind of men I want in my unit.' And I was like, 'Oh, my God, why is it not even in there?' And he said, 'Nah, I don't think it was that good.' Unbelievable."

FOR STORE INFORMATION SEE PAGE 102. PRODUCTION BY RAY KUSHIN. PRODUCTION DESIGNER BY GEORGE SICAL. GROOMING BY CODY GOUVEIA FOR CELESTINE.

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MAXIMIZE YOUR VERSATILITY

THE ANGORA GOAT, the noble beast whose clippings give the gift of mohair to the world, is obliged to contend with all kinds of hot and cold in its days and nights in northwestern Turkey. Or South Africa. Or the other places where the species prospers. And it's that adaptability and versatility that makes mohair so valuable. Its fibers have a hard, shiny texture that is softened when blended with wool, and, when used for suits, such blends have a fine, grainy texture that's durable, resilient, and, best of all, supremely comfortable. >> *This page: Two-button wool-and-mohair suit (\$1,860), cotton shirt (\$413), and silk tie (\$183) by Prada; 888-977-1900. Opposite: Two-button wool-and-mohair suit (\$2,530), cotton shirt (\$383), and silk tie (\$180) by Dior Homme; 212-931-2934. Leather shoes (\$315) by Gresson; 212-966-0026. Double-gusset leather briefcase (\$1,800) by Salvatore Ferragamo; 800-628-8916.*

No. 107
EQUUS' BIG BLACK BOOK SPRING '09

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ALWAYS GIVE A CREPE

THE MOST DISTINCTIVE thing about cloth woven with a crepe or lightweight yarn is its excellent crease resistance. A crepe cloth (which can be made from wool, silk, or just about anything) is woven with yarn that's been twisted tighter than normal in the spinning process, and the result is a cloth with a nifty springiness to it. You can grab a bunch in your hand, let go, and it will spring back with barely a ripple showing, and when you consider that the weave is also naturally looser and will allow air to pass through more freely, it's ideal for the peripatetic business traveler. >> Two-button wool-and-mohair suit (\$4,250) and silk tie (\$185) by Hermès; hermes.com. Cotton shirt (\$195) by Z Zegna; zegna.com. Foul-weather Co. leather shoes (\$488) by Brooks Brothers; brooks-brothers.com.

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PORTFOLIO

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ADAPT WITH THE SEASONS

OFFICE DRESS CODES FROM UNFAIRLY ON COTTON SUITS COME SUMMER, AND WHILE IT'S TRUE THAT SOMETIMES IT'S ALL JUST TOO DAMN CASUAL, THE CODES WOULD—WE FEEL—HAVE TO MAKE AN EXCEPTION FOR THIS ONE: A CRISP, COMFORTABLE NAVY COTTON PINSTRIPE IN A CUT WORTHY OF THE TAILOR'S SHOP. WEAR ONE, WALK TALL, AND SILENCE ALL OPPOSITION.

>> *This page:* Two-button cotton suit (\$1,795) by John Varvatos; johnvarvatos.com. Cotton shirt (\$125) by Boss Black; 800-484-6267. Silk tie (\$140) by Giorgio Armani; 212-969-9191. Stainless steel and carbon fiber Vizio watch (\$2,495) by Movado; 888-466-8236. *Opposite:* Two-button wool suit (\$1,195), cotton shirt (\$295), and silk tie (\$125) by Versace Collection; nordstrom.com. Leather shoes (\$1,500) by Berluti; berluti.com.

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