



THE MONTH'S BEST

**TRICK & TREAT**

*New lip balms will do more than satisfy your sweet tooth*

page 3

FRAGRANCE

**GOOD ENOUGH TO EAT**

*Masculine, food-inspired scents*

page 7



ACCESSORIES

**QUALITY TIME**

*Find the watch to match your personality*



MR.

kit

STYLE & GROOMING



MONTREAL CANADIENS PLAYER P.K. SUBBAN AT THE 2014 MUCHMUSIC VIDEO AWARDS, JUNE 2014. PHOTO: RICK MADONIK/TORONTO STAR

LOCKER-ROOM REPORT

GAME FACE

*Time out: If you believe that skin care is just for women, athletes P.K. Subban and R.A. Dickey are about to prove how wrong you are. The Canadiens defenceman and Jays pitcher reveal the grooming tips that can score points for you, too*

page 4



RETAIL

**SHOP LIKE A MAN**

*With luxury department stores and increased online shopping, the days of the metrosexual are over*

BY DAVID GRAHAM

They stroll confidently through the aisles of luxury haberdashers, consulting enthusiastically with sales reps. They invest time and energy pursuing the perfect pair of jeans or price-is-no-object bespoke suits.

They are regular guys—part dude, part dandy—a growing demographic of men prepared to shop till they drop.

Nick Sullivan, fashion director of *Esquire* magazine, told *Adweek* magazine recently that there is no longer a stigma attached to making an effort. He credits the growing interest in men's fashion to trends like casual Fridays and the metrosexual phenom-

enon. As well, blogs such as The Sartorialist and A Continuous Lean are whetting men's appetite for more adventurous fashion.

The fitness craze pushed men to package themselves better. High-profile sports figures and celebrities display the benefits of looking good. A recent *New York Times* article noted that of nine celebrities on this year's Golden Globes red carpet wearing Prada, nine were men. Retail statistics reveal that Millennial men are dressing up more, good news for luxury shops.

Continued on page 5



DRESSING UP

**CAN I WORK A "MURSE"?**

page 7



THE  
FRONT  
TELLS  
THE  
TIME

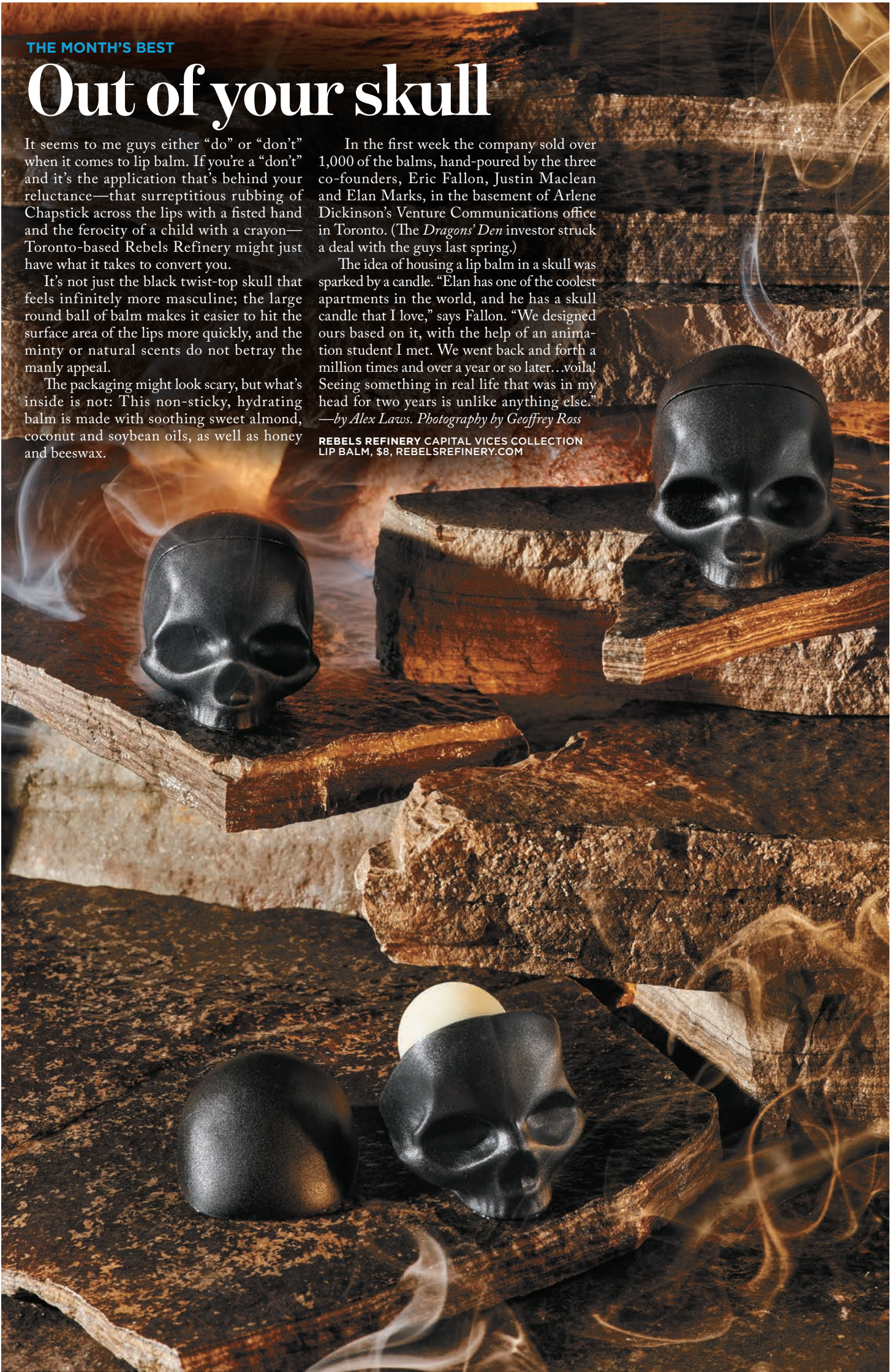


THE  
BACK  
TELLS  
THE  
STORY

Toronto Eaton Centre, ON  
Carrefour Laval, QC  
Metropolis at Metrotown, BC

swatch<sup>®</sup>  
SYSTEM 51





THE MONTH'S BEST

# Out of your skull

It seems to me guys either “do” or “don’t” when it comes to lip balm. If you’re a “don’t” and it’s the application that’s behind your reluctance—that surreptitious rubbing of Chapstick across the lips with a fisted hand and the ferocity of a child with a crayon—Toronto-based Rebels Refinery might just have what it takes to convert you.

It’s not just the black twist-top skull that feels infinitely more masculine; the large round ball of balm makes it easier to hit the surface area of the lips more quickly, and the minty or natural scents do not betray the manly appeal.

The packaging might look scary, but what’s inside is not: This non-sticky, hydrating balm is made with soothing sweet almond, coconut and soybean oils, as well as honey and beeswax.

In the first week the company sold over 1,000 of the balms, hand-poured by the three co-founders, Eric Fallon, Justin Maclean and Elan Marks, in the basement of Arlene Dickinson’s Venture Communications office in Toronto. (The *Dragons’ Den* investor struck a deal with the guys last spring.)

The idea of housing a lip balm in a skull was sparked by a candle. “Elan has one of the coolest apartments in the world, and he has a skull candle that I love,” says Fallon. “We designed ours based on it, with the help of an animation student I met. We went back and forth a million times and over a year or so later...voilà! Seeing something in real life that was in my head for two years is unlike anything else.”

—by Alex Laws. Photography by Geoffrey Ross

REBELS REFINERY CAPITAL VICES COLLECTION  
LIP BALM, \$8, REBELSREFINERY.COM

TWEET OF THE WEEK

“The Gentleman of Fashion you will always be!!! RIP... #Oscar de la Renta”

@NaomiCampbell, Oct. 20, 2014.

BEAUTY MATH

Slicked-back, mid-length hair and manicured stubble add up to a handsome look we love

A SHAPING GEL LIKE L'ORÉAL PARIS STUDIO LINE STYLING GEL (STRONG HOLD), \$5, SHOPPERS DRUG MART, WALMART



+




=

AN ADJUSTABLE TRIMMER LIKE PHILIPS BEARDTRIMMER SERIES 3000 BEARD AND STUBBLE TRIMMER, \$45, BEST BUY



Actor Colin Farrell nailed rugged sophistication at the Chicago International Film Festival a few weeks back. For swept-back hair, apply a dime-sized amount of shine-enhancing sculpting gel to damp hair. Using a medium-toothed comb, lift hair at the root and comb it backward. Get a well-groomed five o'clock shadow by trimming facial fuzz every two to four days to allow the hair to grow in. Then shave in the direction of the hair growth, on a setting that's between 0.5 and 0.8 millimetres, making multiple passes to make sure to catch it all. —Natasha Bruno

TALKING POINT



JOE MIMRAN

**THE PRIZE OF FASHION**

The tides may be turning for Canada’s young design talent. Joe Mimran announced at Toronto fashion week that he will be using his time and money to mentor up-and-comers with the brand new Joe Fresh Fund, though he hasn’t yet specified the rules, amounts or beneficiaries. We’re keeping an eye on Sid Neigum and Sarah Stevenson. Neigum kicked off Toronto fashion week by winning the \$30,000 Mercedes Benz Start-Up prize. Meanwhile, Stevenson is making the most of her winnings from last year, when Toronto Fashion Incubator in partnership with Suzanne Rogers showered her with accolades and cash. Here’s hoping this new program will provide local designers with as much success as the U.S.-based CFDA/Fashion Fund does, which helped launch the careers of Alexander Wang and Proenza Schouler.

—Denise Balkissoon

ONLINE GET YOUR BEST CARA DELEVINGNE-INSPIRED BROWS AT [THEKIT.CA/EYEBROWS/](http://THEKIT.CA/EYEBROWS/)



## ONE TREND, TWO WAYS TAPER TIP

From Milan to London, menswear designers were all about the tapered haircut—a face-framing style where the sides and back are clipped short and the top left longer. This versatile cut can easily be polished from casual to dapper by switching out texturizing cream for pomade and fingers for a comb.

**1. Roughed up at Salvatore Ferragamo**

Using their fingers, hairstylists worked texturizer into models’ hair, pulling the top part forward to create tousled, laid-back waves, while smoothing down the sides for contrast.

**2. Military precision at Christopher Raeburn**

Hairstylist Oliver Blackaby aimed for a military feel with a deep side part and smooth volume at the front. Using a matte-finish styling cream, he neatly combed the top lengths back and away from the face. The sides and back were strictly pressed down. —Natasha Bruno



BUMBLE AND BUMBLE SUMOTECH, \$32, SEPHORA.CA.

AMERICAN CREW ULTRAMATTE, \$17, TRADE SECRETS.







Pharrell Williams

He shot a video with Karl Lagerfeld, and it was announced that he is also behind Cara Delevingne’s first musical single. Release date TBD.

Matthew McConaughey

Looking extra dapper in a velvet tux jacket and bow tie, and surrounded by his family, the actor accepted the American Cinematheque Award.

Renée Zellweger


A new photo of the actor sparked a barrage of online posts about plastic surgery, but Zellweger says she just looks happier.

Sarah Jessica Parker

The star has been staging pics of her shoe line on the steps of “Carrie’s” N.Y.C. apartment, to the chagrin of the actual owners.

Dov Charney

While Iris Alonzo has been rehired as senior creative director of American Apparel, ousted CEO Charney, is still waiting to hear his fate.





LOCKER-ROOM REPORT

# Get in the (grooming) game

Men’s grooming is a sport in its own right, and who better to comment on it than two leading athletes. We talk skin, nails, hair and smelling great, with P.K. Subban and R.A. Dickey

BY VERONICA SAROLI

For many professional athletes today, it’s not just about playing the game. With cameras capturing every second of the action—and lucrative sponsorship deals to be had—it’s important to be at the top of their grooming game, too.

Whether bearded or clean-shaven, long-haired or buzz-cut, every look requires a regimen. From the barber-shop revival Men Essentials, an online and Toronto store grooming emporium, reporting that it now sells 10 times more beard- and moustache-care products than it did this time last year, the male grooming industry is seeing all kinds of guys, with all kinds of looks, getting in on the action.

We spoke to two high-scoring gents from different sports about pre- and post-game rituals, locker-room banter and how much effort really does go into looking good on and off the job.

## The hockey star



As a star defenceman for the Montreal Canadiens, P.K. Subban, 25, has been busy since hockey season kicked off. The Toronto-raised player known for bringing his A-game to his appearance as well as to the ice has more than a few pre-game grooming tricks up his sleeve. The Degree spokesman told us about his tricks for smooth skin and why what’s in his grooming kit is just as important as what’s in his hockey bag—and much better-smelling.

**What is the most important step in your grooming routine?**  
“Haircut and, obviously, your beard, they’re the first thing people see. When I think about grooming, I also think about nails, (manicures, pedicures), facial hair and making sure that, as I call it, your game is tight.”

## The knuckleball hero

Toronto Blue Jays pitcher R.A. Dickey, 40, is known for mastering the infamously tricky knuckleball (when the baseball doesn’t spin); he won baseball’s Cy Young Award in 2012. Taking a break from teaching kids how to pitch his signature throw, Dickey explained why a broken nail can ruin his day and the importance of hitting it out of the park when it comes to sun protection.

**What is your pre-game ritual?**  
“I always shower before I pitch. The part of getting into game mode is when I get into the shower. When I get out, it’s like the switch flips and it’s time to get real serious about what I have to do. Our clubhouse is sponsored by Head & Shoulders, so we have Head & Shoulders products everywhere, and it’s good to use that because all kinds of stuff gets in your hair when you’re a baseball player: dirt, pine tar, all kinds of stuff.”



HEAD & SHOULDERS FULL & THICK 2-IN-1, \$6, SHOPPERS DRUG MART. TRIND KERATIN TREATMENT FOR NAILS KIT, \$46, THE SHOPPING CHANNEL. DOVE MEN + CARE DEODORANT, \$5, DRUGSTORES.



P.K. SUBBAN AT INSTYLE’S 2014 TORONTO INTERNATIONAL FILM FESTIVAL PARTY, SEPT. 2014. LEFT: AT THE ROGERS CUP IN TORONTO, AUG. 2014. RIGHT: PLAYING AGAINST THE WASHINGTON CAPITALS, OCT. 9, 2014, WASHINGTON, DC.

“When I think about grooming, I also think about nails (manicures, pedicures), facial hair and making sure that, as I call it, your game is tight.”

**What’s your No. 1 product?**  
“The main lotion that I use is coconut oil. I feel that it responds well to sweat because it coats your pores, which helps keep the dirt out, and the sweat just rolls off.”

**Describe your pre- and post-game rituals.**  
“Before every game, I go into the cold tub for about 10 minutes, and then I have a kit from the Body Shop with different types of skin lotions. I usually use the Mango Body Butter before games. I also have cologne that I put on before I get ready. Guys always ask me why I do that, and it’s just a habit. Post-game, obviously I shower, and I have a hand scrub I got from The Body Shop that I use on my face and on my hands—there is a distinct smell that comes from hockey

gloves. And I apply my Degree deodorant after every workout.”

**You mentioned cologne. What do you use?**  
“Of course you want to know! I won’t give away the one I use for going out, because that one’s special. Everybody likes the smell of that one. Another I use is Giorgio Armani. I usually spray on a couple of spritzes before I put my clothes on.”

**Do you ever share your grooming secrets?**  
“No, I don’t lend out my secrets, to be honest with you. I like to let guys wonder what I do. I think males are uncomfortable asking other males what they do with their skin, hair and grooming. It’s not a conversation that happens in the locker room, that’s for sure.”



**Is grooming ever a shared experience?**  
“The only times grooming becomes a team matter is for Movember and around playoff time. Guys are always making sure that guys are growing their beards.”

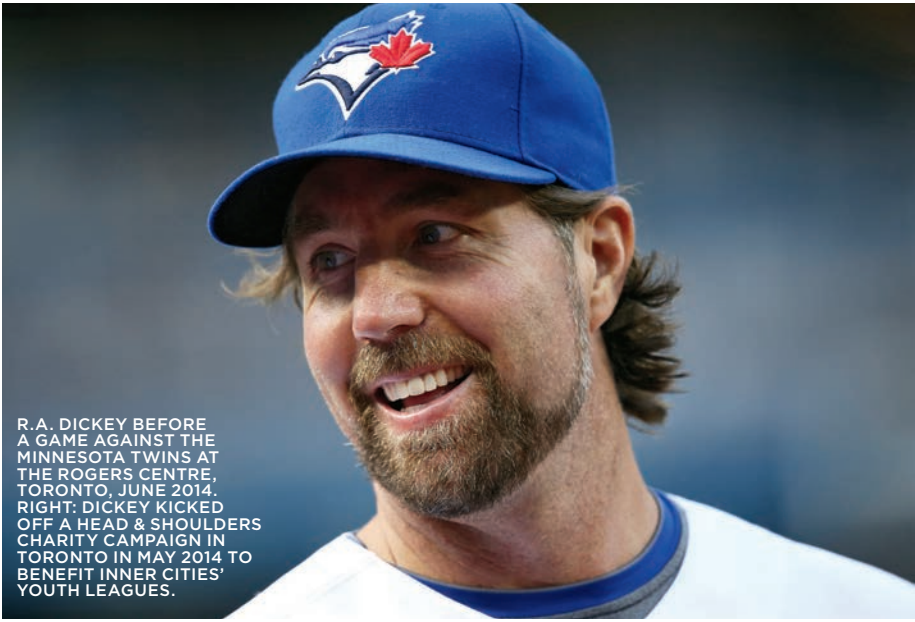
**Has anyone ever given you flak for a new haircut or facial-hair style?**  
“Well, whenever you try to do something different, people will always have something to say about it. For me? Not so much in my grooming aspect, maybe in my style. I’m always experimenting with different colours. I like to think there’s nothing I can’t wear.”

**Do you think that has influenced your teammates?**  
“Well, yeah. I’ve seen a change over the four years I’ve been in Montreal, where guys may be adding certain accessories to their wardrobes that I had never seen before. Do I think I had an influence on that? Sure.”

**Is there one player who is generally admired for his grooming?**  
“Henrik Lundqvist [New York Rangers] has got to be up there. He’s European, he’s from Sweden, and a lot of people would agree with me when I say he’s pretty good-looking. He plays in New York and he’s got the whole New York persona down to a T in terms of his hair, his style, the way he carries himself. But that’s who he is. Everyone has to be who they are, but he’s definitely put together well. I’ve got to give credit where credit’s due.”



THE BODY SHOP MANGO BODY BUTTER, \$20, THE BODY SHOP. DEGREE FOR MEN INVISIBLE DEODORANT, \$4, DRUG STORES. GIORGIO ARMANI ACQUA DI GIÒ, \$42, SEPHORA.CA



R.A. DICKEY BEFORE A GAME AGAINST THE MINNESOTA TWINS AT THE ROGERS CENTRE, TORONTO, JUNE 2014. RIGHT: DICKEY KICKED OFF A HEAD & SHOULDERS CHARITY CAMPAIGN IN TORONTO IN MAY 2014 TO BENEFIT INNER CITIES’ YOUTH LEAGUES.

**Do you put product in your hair?**  
“I rarely use product in my hair, just whatever natural oils I produce; I just let it go. Occasionally when I go out with my wife [Anne] and I don’t want to look too dishevelled, I’ll throw some product in there. I get some waxy organic stuff from Whole Foods.”

**In the locker room, does anyone ever get flak about a haircut or their facial hair?**  
“If you get a bad haircut and you walk into the locker room...it’s relentless. My hair is long, so if I showed up with a short haircut it wouldn’t stop for a few days. Jose Reyes has a hairdo where it’s his natural colour and then he dyed the back patch of it, so he catches flak every day. At least we get to be in a culture where they give us the freedom to express ourselves with our hairdos.”

**You throw a knuckleball using your finger-nails, so a broken nail can be pretty disastrous. How do you keep your nails strong?**  
“I’ve been really fortunate over my career as a knuckleballer because I have strong nails.

“I’ve been really fortunate over my career as a knuckleballer because I have really strong nails.”

I can grow hair and I can grow nails. If your nails are flexing or you don’t have good nails to stabilize the baseball, you’re not going to be able to take that spin away. The product that I use is called Trind for nail restoration and care, and I have a glass file that doesn’t fray the edges. Over time, especially in the winter, nails can get brittle, and I use some supplements to help me with that.”



**Are there any common grooming concerns that you deal with as a team?**  
“Two or three times a year, we’ll have a dermatologist come and look us over because we’re in the sun so much. We have skin-care products that are available, especially sunblock. On my face I like to be a little bit more careful, and on my arms I might do the spray. I usually use what’s available because they’ve already vetted the ingredients; they get a dermatologist-recommended brand.”

**Any common grooming faux pas?**  
“A lot of guys will overdo the cologne. It’s like, ‘Oh, man.’ Some guys get a lot of grief about it. I don’t necessarily do that, I just go with some Dove all-natural deodorant. Off the field I might wear cologne—I’m married and I have four kids, so a lot depends on what she likes. If she’s gotten me a fragrance that she likes, I might spray it on.”





LEFT AND BELOW LEFT: NEW DEPARTMENT STORES HAVE CONTRIBUTED TO THE INCREASING MENSWEAR MARKET. BELOW: ANDY SAMBERG AND JACK ANTONOFF WERE TWO OF EIGHT MEN WEARING PRADA AT THE GOLDEN GLOBES.



RETAIL

# Real men do buy fashion

Continued from page 1

The men's fashion market may be smaller than the women's market—but it's growing faster. NPD Group reports that Canada's \$7.6-billion menswear market was increasing at 2 per cent at the end of July this year, compared with zero growth in the \$13.4-billion women's market. It also announced earlier this year that "department store clothing sales for men ages 20 to 35 have increased by a whopping 64 per cent in the 12 months ending December 2013."

While domestic competition for those dollars is ferocious, retailers are also aware of the encroaching U.S. monoliths like Saks Fifth Avenue and Nordstrom as they initiate claims on Canadian retail territory. The recent opening of the two-storey, 16,500-square-foot Holt Renfrew Men store at 100 Bloor St. W. in Toronto is evidence that the luxury retailer wants to expand its share of this growing market.

London-based online fashion retailer Mr. Porter (the menswear division of Net-a-Porter) is also hoping

to engage with Canadian male consumers, with the promise of exhaustive choice and lickety-split delivery.

Here in Canada, men's e-tailer Frank & Oak, launched in 2012, is elbowing its way to the fashion front lines with collections geared to the creative generation, says co-founder and creative director Ethan Song. Frank & Oak has a bricks-and-mortar store in Montreal and plans to open one in Toronto this fall on Queen Street West, but its primary focus is on the Internet, specifically applications geared to the mobile consumer. The brand also publishes a biannual print magazine called Oak Street and operates a blog that covers a mix of visual arts, writing and fashion.

Despite the encouraging numbers, retailers are not taking this new enthusiastic customer for granted. They're aware that men become skittish in the perfumed and sometimes precious world of women's fashion, so there is a persistent effort to make them feel comfortable. Think of these retail spaces as supremely stylish man caves. Installations include sports cars and motorcycles; Frank & Oak has collaborated with Major League Soccer team Toronto FC.

The Holt Renfrew Men store is elegant but deeply masculine, explains Andrew Lepp, Holt Renfrew director of menswear, particularly in terms of packaging and store design. Large windows allow men to witness the creative process as suits and jackets are built onsite by expert tailors. Men are

intrigued by craft, says Lepp.

Larry Rosen, the president and CEO of Harry Rosen, has heard the drumbeats of the Holt Renfrew Men store and the march of U.S. retailers into Canada. Rosen, who oversees 17 stores and almost 1,000 employees in Canada, declares, "We are prepared for any competition."

Rosen, who estimates his company holds 40 per cent of the market share of better-quality menswear in Canada, is keen to hold onto his dominant position.

His company is in the midst of a \$100 million five-year project, which will see new store openings and the expansion of existing stores.

In fact, Rosen welcomes the competition, insisting sales are up since the opening of Holt Renfrew Men on Oct. 1. And since Nordstrom opened in Calgary two weeks ago, bringing increased traffic at the Chinook Centre, Harry Rosen sales have increased.

Despite all the cheerleading, "men will never shop with the same vigour as women," Rosen laments. But they've come a long way since the antiquated "five suit" policy that governed men's shopping 60 years ago when his dad opened his first store on Parliament St. "When one wore out it was replaced with a similar suit," he explains. "Twenty years ago the expression 'male fashion consumer' was an oxymoron."

Song agrees. "There are seven billion people in the world and half of them are men. What's important is that they become good and loyal customers."



INTERVIEW

## A NEW MAN

*When he's not defending the world from assassination plots and outer-space megastorms, Gerard Butler explores his softer side as the face of a fragrance*

BY MICHELLE BILODEAU

It would seem that the modern male is coming to a crossroads. Although The New York Times recently noted that Don Draper, Walter White and Tony Soprano are television's last remaining patriarchs, as proving the death of adulthood in American culture, Gerard Butler has something to say about it.

The new face of Boss Bottled, a global bestseller to the tune of more than 65 million bottles, 44-year-old Butler is being heralded by Hugo Boss as the "man of today," a new iteration of masculinity that positions him (and the sex in general) as being complex, passionate and dedicated.

Confidence is key, of course, for both sexes. But this new man can easily show off a softer side. Long before he filmed the upcoming bombastic action/disaster flicks *London Has Fallen* (the follow-up to *Olympus Has Fallen*) and *Geostorm*, Butler played the sentimental tragic title role—and sang—in



"You know, there are just certain suits you put on and you feel good. You feel confident and successful, you feel sexy, you feel masculine"

### GERARD'S STYLE SPECTRUM

From very adventurous (leather kilt!) to supremely classic (perfectly cut single-breasted suit), Butler dresses for himself. We take a look at his most memorable style statements.



"When I was younger, I used to wear loads of second-hand gear. I had a collection of old fluttery ties and old jackets, and I would wear three jackets at the same time, with a denim jacket underneath and pants that were too short with big biker boots"

2004's *Phantom of the Opera*. His favourite scent recollection is of his gran making dumplings back in Scotland when he was a child. And he has no qualms talking about wearing makeup.

"I approach different characters in different ways, and sometimes I build them up from the outside," says Butler, dressed in a classic grey Hugo Boss suit, in a penthouse suite of the Standard Hotel in New York City. "You actually start with the look and clothing, hair and makeup, which gives you a vibe. So when you walk on set, the way you're dressed, the way you look, it allows you to really inhabit that character." Beefing up for roles helps him do that, too: "I dread to think what I would look like if I wasn't an

actor." At one point, he wasn't: He studied law in Edinburgh in his early 20s, and sang in a band for two years at the same time.

The Boss Bottled juice embodies similar contradictions. The fragrance, which took three years to create, pairs traditional amber, wood and musk with apple, cinnamon and vanilla, accords not usually found in men's scents. A hidden note ties the elements together: the tiniest amount of rose oil.

"Without sounding too clichéd, I feel like a fragrance defines me, it describes me," Butler says. "I have certain clothes that I like to wear, that I feel comfortable in, and also when I wear a scent, I know who I am and I know what I'm saying." Don Draper would approve.



1. AT A PHOTOCALL FOR THE PHANTOM OF THE OPERA DURING THE CANNES FILM FESTIVAL, MAY 2004. 2. AT DRESSED TO KILT SCOTTISH FASHION EVENT IN NEW YORK CITY, APRIL 2005. 3. AT THE PREMIERE OF MACHINE GUN PREACHER AT THE 2011 TORONTO INTERNATIONAL FILM FESTIVAL. 4. AT THE PREMIERE OF CHASING MAVERICKS IN LOS ANGELES, OCT. 2012. 5. ATTENDING ERMENEZILDO ZEGNA STORE OPENING IN BEVERLY HILLS, NOV. 2013. 6. AT THE GQ MEN OF THE YEAR AWARDS IN LONDON, ENGLAND, SEPT. 2014



WEEKEND UPDATE

THE DOUBLE-BREASTED JACKET

Once reserved for bulky 1980s bankers, the double-breasted jacket has made a comeback

BY VANESSA TAYLOR



**1. Shine on**  
For the everyday, a shiny suit is generally a big no-no, but for a special occasion, follow the cue of British rapper Tinie Tempah. This ruby-hued suit takes this slim fit to a whole new level. Though he keeps the top half fairly formal, a shorter hemline on his trousers and slick loafers give a modern vibe.

**2. Green with envy**  
If you need proof that the double-breasted blazer is youthful, direct your attention to actor Eddie Redmayne. The slim fit and contrasting details—buttons, pocket square and tie—create a bold statement without getting silly.

**3. The weekender**  
Often spotted wearing a navy double-breasted blazer (we're sure he owns multiples), Kanye West treats this piece more like a jean jacket thrown over of hoodies and T-shirts. Unbuttoned with casual pieces, the blazer instantly shifts from being solely formal attire.

**4. Break it up**  
One of the easiest ways to modernize this look is by breaking up the coordination like Dan Stevens does. A slim black trouser teamed



with a grey blazer creates a subtle sportswear nod—especially with an unbuttoned collar.

**5. Black & white**  
If you're looking for longevity out of a suit, this is it. Model David Gandy opts for a tailored (but not skinny) fit along with a wide lapel that creates the illusion of a broad shoulder. Skipping the bells and whistles—like nautical brass buttons or busy prints—results in timeless elegance.

**6. Downtown DNA**  
Jude Law gives his classic slim navy suit an overall downtown look with the help of several laid-back extras: a V-neck T-shirt, jaunty hat and haphazard pocket square lend a more casual finish and allow Law to show that cheeky side.



**The It item**  
The secret to pulling off a double-breasted jacket is the fit. Overall it should be tailored, even slim, with absolutely no boxy shapes, and the length is shorter than a typical blazer.

**BARENA DOUBLE-BREASTED JACKET, \$470, MRPORTER.COM**



**ONE-MINUTE MIRACLE**

**Dear Givenchy**  
**Man Pro-Energizing Massive Moisturizer;** Before I met you, I had all but given up on finding love with a moisturizer. I had a half-hearted relationship with a drugstore brand that was so clingy it left a visible white residue on my facial scruff. But love is not boastful, and neither are you: On scruffy days your gel disappears into my whiskers, leaving only your aqua-fresh scent behind. On shaving days you soothe my razor burn. You make me feel like a better man; you make me feel like Riccardo Tisci.

*Love, Ryan Porter*

**GIVENCHY MAN PRO-ENERGIZING MASSIVE MOISTURIZER, \$38, SEPHORA.COM**

ACCESSORIES

Time teller

What's inside a prestige watch can say as much about you as the outside does. Which brand—in terms of aesthetic and story—are you?

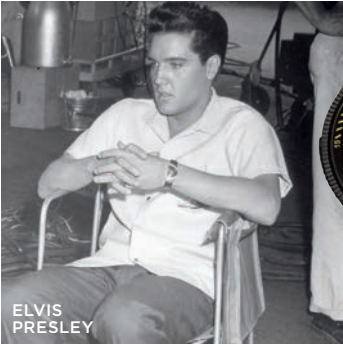
BY NATASHA BRUNO



**FOR THE WANNABE PILOT**  
**The pick:** Hamilton. Founded in 1892, Lancaster, Pennsylvania  
**Famous wearers:** Elvis Presley in 1961's *Blue Hawaii*; Matthew McConaughey in the upcoming blockbuster *Interstellar*  
**Design signature:** With a strong aviation heritage, pilot-appropriate details such as second time zones and rotating bezels (the casing of the watch that allows easier and more accurate timings) are prevalent. The brand describes its designs as "cockpits for the wrist."  
**The story:** Hamilton was the timepiece for the U.S. military during the First and Second World Wars and by the 1930s was the official watch of four commercial airlines. And Hamiltons have appeared in more than 400 movies since 1951.  
**Latest offering:** Hamilton is releasing a new pilot's watch this November, created for Air Zermatt, the Swiss helicopter and rescue service.  
**Price range:** \$800 to \$3,300

**FOR THE GROUNDBREAKER**  
**The pick:** Omega. Founded in 1848, La Chaux-de-Fonds, Switzerland  
**Famous wearers:** John F. Kennedy, James Bond, George Clooney  
**Design signature:** Since 1999, Omega watches have featured a modern escapement: a component that controls the rotational motion of the hands with less wear and tear, resulting in longer periods between maintenance.  
**The story:** The brand has timed some pretty historic moments: President John F. Kennedy wore an Omega during his inauguration in 1961. It was the first watch on the moon in 1969 and is the official timekeeper of James Bond and the Olympic Games.  
**Latest offering:** A tribute to the original model from 1957, the new Seamaster 300 Master Co-Axial (available in December) is made of stainless steel, titanium and 18-karat gold, and is resistant to magnetic fields.  
**Price range:** \$2,300 to \$250,000

**FOR THE ADVENTUROUS CEO**  
**The pick:** Rolex. Founded in 1905, London, England  
**Famous wearers:** Tiger Woods, James Cameron, David Beckham  
**Design signature:** From the date displayed in a window on the dial-to the self-winding performance and use of gold,



**HAMILTON KHAKI TAKEOFF AUTO CHRONO LIMITED EDITION, \$3,295, HAMILTONWATCH.COM. ROLEX OYSTER SEADWELLER 4000, \$11,200, ROLEX.COM**



platinum and steel, Rolex watches have long been considered a status symbol.  
**The story:** Rolex released the first-ever waterproof watch in 1926. The following year, English swimmer Mercedes Gleitza swam for more than 10 hours across the English Channel wearing one. Professional models are used in extreme fields like deep-sea exploration, and models today are watertight up to extreme depths of 12,800 feet. The company also invented and patented the self-winding movement in 1931—harnessing energy through the natural motion of the wearer's wrist for power.  
**Latest offering:** This pro diving watch is waterproof to 4,000 feet.  
**Price range:** \$5,200 to \$80,000+

**FOR THE SPORTY TECHIE**  
**The pick:** Tissot. Founded in 1853, Le Locle, Switzerland  
**Famous wearers:** NBA player Tony Parker, NHL player Steven Stamkos, Grand Prix motorcycle racer Stefan Bradl  
**Design signature:** Tissot watches feature breakthrough T-Touch touch-screen technology to control their functions.  
**The story:** The brand released the first-ever touch-screen watch back in 1999 and was the first company to launch an anti-magnetic watch: It could run without gaining or losing time or stopping under the influence of powerful magnetic fields. It was also known for its use of innovative materials like granite and mother of pearl. Today, Tissot is the official timekeeper for the international fencing, ice hockey and basketball federations.  
**Latest offering:** The first solar-powered, touch-screen watch features a compass, timer, calendar and two alarms.  
**Price range:** \$275 to \$10,000

**FOR THE TIMELY TOUGH GUY**  
**The pick:** Rado. Founded in 1957, Lengnau, Switzerland  
**Famous wearers:** Tennis player Andy Murray, Bollywood actor Hrithik Roshan  
**Design signature:** The brand is a leader in using cutting-edge durable materials, especially super lightweight and scratch-resistant ceramics.  
**The story:** Rado introduced the first scratch-resistant watch in 1962, made of hard metal and sapphire crystal. In 2004 the company landed in the Guinness Book of World Records for the Rado V10K. Crafted out of high-tech synthetic diamond, it is the hardest watch on earth.  
**Latest offering:** Made in full ceramic, this watch has a polished matte grey finish for a sleek metallic appearance. Time is set by sweeping fingers along the side of the case.  
**Price range:** \$1,000 to \$4,000



**RADO HYPERCHROME CERAMIC TOUCH DUAL TIMER, \$2,900, RADO.COM**

Natasha Bruno is The Kit's assistant editor. Follow her on Twitter at @Natashajbruno



SCENT

# Sweet somethings

Women are used to smelling good enough to eat, and now men can too with a pantryful of gourmand fragrances flavoured with amaretto, vanilla and coffee

BY OLIVIA STREN



ACTOR ADRIAN GRENIER  
INDULGES IN AN ICE-CREAM  
BAR IN NEW YORK CITY,  
APRIL 2013

A man in a cowboy hat rides a galloping horse through a snow-quilted Central Park in a classic early-1990s television commercial for Stetson cologne. Clutching his waist is a woman, her sandy-blond mane flying (like the horse's) in the winter wind. Like this lone rancher who is, for reasons bewildering, riding through the wilds of Manhattan, the Stetson man is a rugged cowboy at the reins of life. The scent launched in 1981 and has a woody, spicy aroma that presumably mingles well with sweat, saddles and seduction.

Stetson belongs to a fraternity of men's scents that tend to be heavy on stereotypical masculine notes such as wood and musk, leather and tobacco (the kinds of intense scents that may have many modern women longing to gallop in the other direction). Softer, sweeter and more delectable ingredients have belonged to women's gourmand scents, which are based on edible notes. If men's fragrances were once lassoed to notions of virility and power, women's were confected to conjure the petal-soft and cupcake-sweet. But today perfumers—in a welcome blurring of the gender-prescription lines—are fashioning gourmand scents for men, lacing them with ingredients like almonds, vanilla and espresso.

Guerlain's just-launched L'Homme Idéal calls to mind the rich sweetness of amaretto, and was designed by master perfumer Thierry Wasser to "reveal all of man's potential." (As in, he can be strong but he can also smell like biscotti.) The inspiration came to Wasser while he was monitoring production of another scent. "I was at the factory and I was suddenly overwhelmed, for no particular reason, by the smell of bitter almond," Wasser explains. "That was my epiphany. I knew it would be a male fragrance!"



I decide to enlist some less famous noses for a sniff test. My dad takes a long whiff of the almond-vanilla-laced Guerlain and offers: "I feel like I'm in *The Young and the Restless*, in the lab at Jabot Cosmetics working on a scent with Ashley Abbott."

"Right," I say. "And what do you think?"

He pauses, his nostrils pulsing gently. Then he waxes poetic: "It's OK."

My mom feels more strongly about it: "It makes me imagine a North African evening, when the night flowers bloom. It's rich and spicy and sweet and exotic—it makes me think of 'Ali Baba and the Forty Thieves.'"

Next, I offer my dad Thierry Mugler's new A\*Men Pure Coffee. He takes another protracted sniff: "This is very uplifting to my spirits."

A few days later, my husband wanders past smelling enchantingly like, well, me. "What are you wearing?" I ask, "Is that my Jo Malone?" Having sampled all of the aforementioned scents, he has taken it upon himself to apply a splash of Jo Malone's Nectarine Blossom and Honey, a unisex fragrance launched in 2005 that leaves you smelling less like a breakfast scone and more like a California orchard. (The brand has gone in a more savoury direction for its newest fragrance, using sage and sea salt, and recommends combining the two for a "succulent fruity" result.) "Of all the scents, this is the most playful and the most delicious," he says. "It's the one I'd most like to eat." It's certainly the one I'd most like to ride horseback with.

## MANLY APPETITE

Four surprising and delectable gourmand notes

- 1. VANILLA**  
Perfumer Jacques Polge's new take on Bleu de Chanel Eau de Toilette adds rich vanilla and tonka bean into the mix of Sicilian mandarin, lemon and "rubbed mint."  
**BLEU DE CHANEL** EAU DE PARFUM, \$107, CHANEL.COM
- 2. SEA SALT**  
This truly unisex scent strikes a refined balance between masculine and feminine, seasoning the herby freshness of sage with the tanginess of sea salt.  
**JO MALONE** WOOD SAGE & SEA SALT, \$135, HOLT RENFREW
- 3. AMARETTO**  
Layers of almond, vanilla and tonka bean combine for a rich scent reminiscent of an amaretto cookie.  
**GUERLAIN** L'HOMME IDÉAL, \$70, GUERLAIN.COM
- 4. ESPRESSO**  
Thierry Mugler's latest spikes a double shot of espresso with more traditionally masculine notes of cedarwood and musk.  
**THIERRY MUGLER** A\*MEN PURE COFFEE, \$99, HUDSON'S BAY



## DRESSING UP

# DON'T CALL IT A MAN PURSE

One guy makes his foray into the world of, um, portfolios

BY DOUG WALLACE

It takes a certain kind of cat to pull off a man purse. Attitude is king, especially when it comes to the edgier fashion trends in the menswear world. But if Pharrell Williams, Jude Law and Cristiano Ronaldo can tote their stuff around in a little pouch, so can I.

"Man purse, man clutch, man folio, document holder—it's so funny how hard it has been to name this bag," says Peter Papapetrou, a fashion director with Plutino Group. "Out of all the men's bags on the market, this one challenges guys the most. Where's the handle?" While it's not hands-free like the cross-body messenger and the shoulder bag, it has its practical side: no more bulging pockets. I mean, who wants to drop \$2,000 on a suit only to have your wallet, phone, keys and glasses jutting out of every hand-stitched opening?

Don't knock it unless you've tried it, right? I took a small, zippered Armani Exchange folio to a potluck supper recently and used it to carry mustard to go with the ham I was bringing. "This purse thing is handy!" I thought to myself. At the party, I tucked it in beside a couch cushion and forgot all about it for a few hours, rummaging through it only to commune with the phone. (It was actually good for keeping my nose out of the phone.)

A few days later, I took it to the racetrack, where it sat on the table for most of the afternoon getting emptier and emptier, sadly. We poked fun at it, unnecessarily: "Watch my purse," I said about a dozen times. After the races, I stuffed it with an egg salad sandwich that my friend's wife had made him and that he didn't have time to eat. "No one will ever know," I said.

If the man purse is something that may fit into your life, you have multiple options. Pierre Hardy makes some cool patterned zippered ones; Givenchy has recently produced larger wallets with double zippers, along with cool pouches



with a basketball print; Cole Haan has small tablet-size portfolios in something called "veg leather." Prada has very businesslike folios they're calling document holders, but to me they look like those matching passport wallets your parents travel with.

Regarding the "purse" part of the man purse, I felt the need to carry my clutch in a manly fashion on the sidewalk—but only on certain streets—trying not to look like "that gay guy with the purse," even though I was. I was self-conscious with it on the subway in a way that I wouldn't be if I was driving, say, an Audi R8.

"It's a great way to add style, colour or pattern," Papapetrou says. "Carry it under your arm or in your hand. I feel it shows confidence." My lesson of the day: everything with attitude.



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