

sneaker pimps

GEN
TUS
NEWS
050

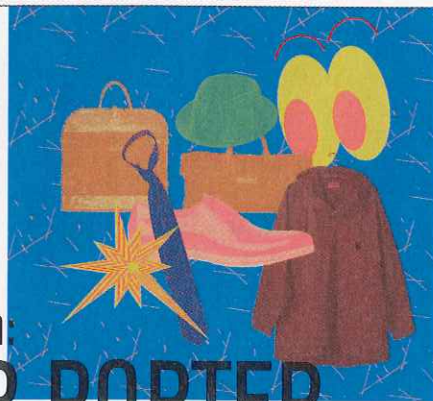
When two no-nonsense brands like adidas and Diesel join forces on footwear, you know the results are going to be good. And according to Diesel's Stefano Rosso, son of the company's founder and head of strategic brand alliances, the athleticism of adidas is the perfect complement to Diesel's music-influenced style. "Adidas brought its heritage through some of the most iconic styles ever made and Diesel pimped it with the signature features," he explains. Studs, rivets, and, of course, the iconic Diesel denim all give the five styles in the limited-edition Diesel/adidas Originals line, which range from sleek high tops to sporty running shoes, an update. The sneaker styles are equally broad, from the punk-rock-inspired Lea style to the Stan Smith, a reinterpretation of the traditional tennis shoe. Says Rosso, "It's the celebration of two similar lifestyles and attitudes toward creativity." LD diesel.com

KEEP SCORE



Although the artists behind Singapore design collective HJGHER love magazines, there was something that bothered them about many of the publications they read. "What we couldn't understand was, Why's everything perfect? A lot of magazines are superbly designed but we just can't connect with the content; it just feels pretentious and insecure," says HJGHER member Justin Long. This realization led to the formation of *Underscore*, an independent arts and culture magazine that takes a wabi-sabi approach to publishing. Just two issues in, *Underscore* has already nabbed interviews with Ólafur Arnalds, illustrations by scientific artist Cornelia Hesse-Honegger, and even

has a bike collaboration with Vanguard. "We want to read words from genuine people who write from the heart, not for writing's sake. [We want] photographs that capture an essence, that move us—and not necessarily to purchase something," says Long, the magazine's editor. And while *Underscore* picked up a coveted D&AD design award earlier this year, there is one relentless group of critics keeping things in check: the team behind it. "We're readers ourselves," explains Long. "And I'd hate to feel like we're wasting our readers' time." REBECCA WILLA DAVIS underscoremagazine.com



log on MR PORTER

"The problem until now has been that menswear online has always been second fiddle to womenswear," says Jeremy Langmead, editor-in-chief of Mr Porter, the male iteration of Internet fashion behemoth Net-A-Porter, which launches in April. "You always have to find menswear by scrabbling around for the button hidden away at the top left- or right-hand corner of a womenswear website."

Well, scrabble no more. Whether you're inclined to splurge on a Kanye West-worthy Balmain jacket (rumor has it West has enlisted the label's designer Christophe Decarnin to outfit his upcoming tour), stock up on Ralph Lauren crewneck tees, or discover young independent brands such as E. Tautz, you can do it from your computer between bouts of *Pocket Legends*. Convenience is king at Mr Porter: if you need a suit for a last-minute black-tie event or a pair of board shorts for a spontaneous surf trip, the site offers same-day delivery within Manhattan and London and 48-hour shipping worldwide. Langmead, a former editor at *Wallpaper** and *British Esquire*, sees the site as a mixture of content and commerce with "the undertones of a broadsheet newspaper and the attention to detail of a magazine." The editor himself takes an 80:20 approach to shopping, stockpiling classic investment pieces ("When I find the perfect pale blue or white dress shirt, I'll buy half a dozen in each just in case they stop producing them," he admits), and injecting a few experimental garments each season. For spring, "after years of slim-fitting trousers," he's drawn to the looser cuts on offer from Yves Saint Laurent. Langmead's greatest sartorial extravagance? Shoes—especially those from John Lobb, available on Mr Porter, of course. "I always manage to convince myself I really do need that extra pair." NS mrporter.com

diesel/adidas originals: photos courtesy of diesel. underscore: photo courtesy of underscore. mr porter: illustration by travis stearns. gshock x dgk and express: photographed by george underwood. asos: photo courtesy of asos. ed hardy: photo courtesy of ed hardy.

GET THIS ACCESSORIES



G-SHOCK X DGK

Designed by pro skater Stevie Williams, G-Shock's newest collaboration has resulted in an impressive timepiece. There's a triple-layer structure for optimum shock, water, and mud resistant self-charging solar panels, and bold, colorful details. It's just the sort of durability every athlete's wrist requires. JJ gshock.com



EXPRESS MEN

For something so important (it's your pants up!) it's surprising how often your average guy falls at the "casual belt" hurdle. Fortunately Express has figured out how to make a wide nylon belt that does look like it belongs on an econor seat on Delta; this iteration—a little preppy, a little utilitarian—should solve the age-old conundrum, or and for all. ACTON BELL express.com



ASOS

There comes a time in every city-dwelling guy's life that he succumbs to the tote bag. Whether it be to carry his laptop, barbecue tools, or all those back issues of *The New Yorker* he's totally got to read, it doesn't get much more manly than ASOS's Oversize Jungle Shopper. MR asos.com



ED HARDY

In a surprisingly preppy turn of events, rock 'n' roll razzle dazzle brand Ed Hardy is releasing a selection of boat shoes in four different, considerably muted color options this spring. Somebody get Ezra Koenig on the line. LAURA KELTJIN edhardy.com