

THE MAGAZINE

AUTUMN 2011 & WINTER 2012 • ISSUE 15

Vancouver Travel

Layer Player

Kiss for Chocolate

Made in the Shade

The Tasty Truth

Interview with Jessica Chastain





FALL 2011

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Welcome to the autumn 2011/winter 2012 edition of *Perlis The Magazine*. We are celebrating our 15th issue this fall! As always we would like to thank each and every one of you, our loyal customers, for your patronage and support. We are very proud of the national recognition we received this summer (see Page 4) and it was all made possible by the wonderful customers who we have served over the years. Thanks again!

Don't you just love the coming fall season? The chance to don our new jackets, boots, and sweaters on a cool evening brings some needed change from the summer doldrums. No need to rush into winter, though. Let's enjoy the autumn colors, crisper air, and uplifting spirit that football season seems to bring. As if to celebrate this change of seasons our stores are filled with the latest trends and color evolutions for your perusal.

This fall, as always, knits are at the front and center of style. Luxurious cashmere and light weight merino yarns highlight the sweater collections in classic models and quarter-zips and often with suede trim. Long sleeve t-shirts are a popular garment again on their own, as well as for layering under sport shirts and sweaters. Sleeveless sweater vests make for great layering, too, when worn under a sport coat, and cardigans are making a comeback, adding a little zip to casual attire. Our article on the latest knitwear is on page 18.

Speaking of zip, *Perlis* is proud to announce the addition of the Mountain Hard Wear brand for the entire family this fall. Whether fleece, bonded, or puffy, this outerwear is at the cutting edge of technical performance and styled to look great in the city and outdoors. We have listened as our customers suggest things they would like for us to carry, so look for more of these kinds of brands in the future.

For the ladies this season, style markers of every modern decade, from the 1920s to the 1990s, dot the collections, yet no one era has emerged completely victorious. Trend-spotters have focused on everything from material elements, such as tweed and fur, to accessories, like stockings and boots, to major pieces, such as flared trousers and a tailored suit. Playing with layers is the rage this season, for the ladies too. A fur-hooded parka, this season's preferred outerwear, goes over the lot. We cover it all for you in the following pages.

There's plenty more great stuff in this issue on subjects like travel to Vancouver, chocolates, an interview with Jessica Chastain, healthy eating, and of course, the top trends hitting the runway. Read and enjoy!

A special thanks to those who partner with us, locally and abroad, for helping make *Perlis the Magazine* possible. We encourage you to do business locally with the world class partners represented in this publication. The very best in customer service can be expected from *Perlis Clothing* and all of our local partners.

Don't forget to take advantage of the coupons on page 6, available exclusively to our VIP readers of *Perlis The Magazine*.

Best to each of you and your families,

David G. *Perlis*

David W. *Perlis*



ON THE COVER:
COPPLEY
LAFAYETTE 148



p8 Going for the Throat

Smaller tie knots—and the collars that go with—are big, big news this fall.

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Pick of the Knit Crop

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Perlis The Magazine is published by Tufts Communications,
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T: 765-608-3081 • E: todd@tuftsc.com
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POLO

R A L P H L A U R E N

Perlis in the national news

July 21, 2011: For immediate release

Perlis Receives "Uptown Downtown" Award for Retail Innovation

David W. Perlis and David G. Perlis were honored by the menswear industry earlier this week at *MR Magazine's* annual **Uptown Downtown Awards** for retail innovation. The event took place at the beautiful Four Seasons Restaurant in New York City and was attended by nearly 300 men's apparel executives and retailers.

Each year, this prestigious award is granted to a small number of merchants throughout the U.S. and Canada who stand apart from their peers in exceptional ways. In presenting the award, Karen Alberg, editor in chief of the industry's largest menswear trade publication, *MR Magazine*, said that both father and son exemplify the spirit of creativity and innovation so critical to specialty store survival. "With its exceptional product mix, community involvement and strong focus on customer service, Perlis represents the specialty store of the future," Alberg observed, pointing to their trademarked crawfish logo polo as a truly great idea.



John Cooper

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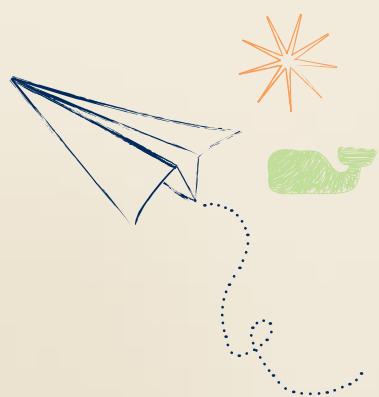
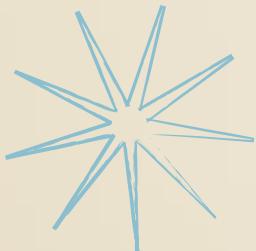


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Do you know how you felt when you learned that muffin-top pants on girls and big, baggy britches on boys were finally, finally on their way out? Well that's how we felt on seeing that slimmer knotting ties were at last, thank heaven, coming in.

This season's biggest news from Europe, where all that ungainly, fat-knotting neckwear started in the first place, is that ties are now being made less heavily lined, are not meant to be twisted into Windsor-ish pretzels, and should, in fact, do what they do best: sit comfortably nestled within a vee-shaped collar enclosure that actually meets in or near the middle, where the neckwear will offer a welcome dash (not huge dollops) of color and pattern.

Not everybody, of course, went overboard on the oversized tie trend. Some followed the dress code precept that one's tie blade should be the same approximate width as one's suit lapels; therefore, the narrower the jacket lapels, the narrower the tie width and the smaller the knot. Some wisely hedged their bets, winding only a single extra loop over their tie's neckband for a relatively subdued half-Windsor knot. This, by the way, was the style the Duke of Windsor preferred, having grown to loathe the thicker knots known by his name.

going for the throat

Smaller tie knots — and the collars that go with — are big, big news this fall.

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The Great American Spirit



Hart Schaffner Marx

Enough men succumbed, though, to make the past several years highly uncomfortable for those sensitive types who prefer balance and discretion in all things sartorial. A see of bobbing bulges, engorged nodes, and lumpen knobs met the eye everywhere it turned, with no relief in sight. Now, however, we can see if not the end then, as Winston Churchill termed it, the beginning of the end.

If fashion follows its set course, within the year thicker knots, and the wide, spread shirt collars that accommodated them, will begin to disappear from the men in our streets, restaurants, and office buildings. Within two years' time, more reasonably sized ties, and the clean, crisp shirt collars that go with them, will once again be basic attire.

[Gentlemen, let's not panic here. Remember it was men like Cary Grant, Gary Cooper, and perhaps even your father, who carried off this look with such distinction, panache and flair. This is not a young mens look but rather a return to the refined sophistication of a bygone era.]





CORNELIANI

Corneliani

So perhaps now would be the right moment to remind you of a few a standard tie and standard collar facts:

1. Use the regular four-in-hand knot that takes one twist around the back end and then is pulled through the loop at the front. Easy-peasy. If you insist on a slightly bigger knot, use two tie twists; but remember that the front tip of the tie blade should still graze the top of your trouser waistband.
2. The best-looking collars, no matter what their size or spread, form a proper, pointed vee shape when the top button is done up.
3. Always buy your dress cotton shirts a half-collar size up. This allows for natural material shrinkage on first washing, ensuring that you will be able to comfortably do up your top button thereafter.
4. Always wash and press your new shirts before wearing them. This gets rid of any stray bacteria and fresh-out-of-the box wrinkles. Plus, no new clothing should ever actually appear new.
5. Contrast collars and cuffs, usually pure white on a shaded or striped shirt body, work only on semi-spread and spread collars, and appeal to the same type of man who loves big knotting ties. If you do happen to love the look, then, of course, you must keep wearing it. Just be aware that this style can come across as a tad pushy.
6. Whereas spread collars best suit a narrower face, the same angle-softening trick can come from a small, rounded point collar, commonly known as the club collar. Luckily, these are also right back in fashion.
7. Standard point collars tend to suit every face and, in fact, can lessen the roundness in a wide face. Men with the latter should eschew collar tabs and bars (yes, they too are trending back) in order to avoid looking like a balloon on a string.

And one further note: Consider purchasing yourself a tie slide. It's an inexpensive way to add panache, is very much in the *Mad Men* now, and has the added bonus of holding your tie in its proper place. Yes, we know the jacket is supposed to do this, but so many guys take theirs off the moment they arrive at work that it makes a slide a worthwhile accessory to own. Remember, too, that you receive extra style points if you angle your slide slightly downward instead of placing it at the strict horizontal.

I
going
for the
throat



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Host of the last Olympic Winter Games, cold season Vancouver typically remains snow-free in the city while its three frosted ski resorts glint invitingly in the mountains less than 30 minutes away. Powder hog or not, there's more than enough to keep visitors busy here for 48 hours.

a two-day swing through

the city in the snow

Have you ever been to Vancouver, BC? Named "Top City of the Americas" in *Condé Nast Traveler* magazine's 2009 Readers' Choice Awards, Vancouver offers travellers both outstanding opportunities for outdoor adventure and the sophisticated amenities of a world-class city. Vancouver has been chosen as the world's "Most Liveable City" in 2011 by the Economist Intelligence Unit (EIU), a title it has been awarded eight times since 2002. Maybe now is the time to experience one of the world's most spectacular cities — host of the 2010 Olympic and Paralympic Winter Games.

Early growth

The Fraser Gold Rush of 1858 brought more than 25,000 men, mainly from California. Vancouver is among British Columbia's youngest cities; the first European settlement in what is now Vancouver was not until 1862. A sawmill established in 1863 began the city's long relationship with logging. It was quickly followed by mills. One mill, known as the Hastings Mill, became the nucleus around which Vancouver formed.

The settlement which came to be called Gastown, grew up quickly around the original makeshift tavern established by "Gassy" Jack Deighton in 1867. Within a few years, the colonial government surveyed the settlement and renamed it "Granville" in honour of the then-British Secretary of State for the Colonies, Lord Granville.

The City of Vancouver was incorporated in 1886 when the Continental Pacific Railroad arrived. CPR president William Van Horne arrived to establish the CPR terminus and gave the city its name in honour of George Vancouver. Vancouver's population grew from a settlement of 1,000 people in 1881 to more than 100,000 by 1911 — just 30 years later.

The economy of early Vancouver was dominated by the CPR, which fueled economic activity and led to the rapid development of the new city. In fact, the CPR was the main real estate owner and housing developer in the city. Natural resources became the basis for Vancouver's economy. The resource sector was initially based on logging and later on exports moving through the seaport, where commercial traffic constituted the largest economic sector in Vancouver by the 1930s.



Did you know Vancouver is one of Canada's warmest cities?

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Touch down

Vancouver's airport is 13 kilometers south of the city, with a 26-minute train link on the Canada Line to reach downtown's Waterfront Station.

Get your bearings

Bordered by water on two sides and Stanley Park's vast woodland to the north-west, downtown Vancouver comprises compact, easily walkable neighbourhoods, such as Gastown, Chinatown, and Yaletown. The centre is the busy intersection of shop-lined Robson Street and neon-twinkling Granville Street, the nightlife party strip.

Hop on the transit system (translink.bc.ca) for neighbourhoods further afield: bus 50 for Granville Island's market and artisan studios; the 99B-Line for the museums and gardens of the University of British Columbia (UBC); and the charming 12-minute SeaBus boat hop from Waterfront Station to the North Shore. An all-day transit pass costs C\$9.

For further information and resources, Tourism Vancouver's Visitor Centre is at 200 Burrard Street (001 604 683 2000; tourismvancouver.com; daily 8:30a.m.–6:00 p.m.).

Check in

The heritage Victorian Hotel at 514 Homer Street (001 604 681 6369; victorianhotel.ca) combines a central location with antiquey rooms and free Wi-Fi. En suite doubles are from C\$139, excluding breakfast. Near Stanley Park, the chintzy Buchan Hotel at 1906 Haro Street (001 604 685 5354; buchanhotel.com) has good bathroom-sharing budget doubles from C\$55, excluding breakfast.

Contemporary decor and value-added extras combine at the boutique St. Regis Hotel at 602 Dunsmuir Street (001 604 681 1135; stregishotel.com), where rates include breakfast and unlimited free international phone calls, with doubles from C\$159. Alternatively, push the boat out at the luxurious new Fairmont Pacific Rim at 1038 Canada Place (001 604 695 5300; fairmont.com/pacificrim), where the best rooms face the North Shore mountains; don't miss the rooftop pool. Doubles are from C\$290, excluding breakfast.

day one

Take a hike

Start outside the slick new waterfront Convention Centre expansion, where you'll spot the Olympic Cauldron and Douglas Coupland's Lego-like killer whale sculpture. Then launch yourself south along Burrard Street. At the intersection with Hastings Street, check out the magnificent art deco Marine Building. When it was completed in 1930, it was the British Empire's tallest skyscraper. It is decorated with moulded seahorses, lobsters, and ships' prows.

Continue south on Burrard and within three blocks you'll be at Christ Church Cathedral (10 a.m.–4 p.m. daily). Try the vestibule doorway on the first corner: it leads to a hidden William Morris Company stained-glass window. Return to Burrard and take the next left onto West Georgia Street, and then the next left again onto Hornby Street. Here you'll find the Bill Reid Gallery of Northwest Coast Art (11 a.m.–5 p.m. Wednesday–Sunday; admission \$10). It showcases the carvings and paintings of Canada's foremost First Nations artist; his work is on the back of the C\$20 bill. The totems in the Great Hall are a highlight. Cross to the other side of West Georgia and nip into the Vancouver Art Gallery at 750 Hornby Street (001 604 662 4700; vanartgallery.bc.ca 10am-5pm Wednesday-Monday, 10 a.m.–9 p.m. Tuesday; admission \$19.50). This is downtown's best cultural attraction; look for anything here by BC photoconceptualists Jeff Wall and Stan Douglas. Then, for lunch, buy a bulging pulled pork sandwich (C\$6) at Re-Up BBQ on the gallery's north side.

Window shopping

Granville Island, actually a peninsula under the iron arches of Granville Bridge, is full of intriguing retail opportunities. Try the Public Market at 1661 Duranleau Street (granvilleisland.com) for deli treats; Edie Hats in the Net Loft at 1666 Johnston Street (ediehats.com) for snazzy headgear; and the Gallery of BC Ceramics at 1359 Cartwright Street (bcpotters.com) for a

STANLEY PARK





kaleidoscope of well-priced local art. Finish up with a tour and beer tasting at Granville Island Brewing at 1441 Cartwright Street ([gib.ca](#)); Lions Winter Ale is recommended. Tours run daily at noon, 2 p.m. and 4 p.m. and cost \$9.75.

Dining with the locals

Possibly Canada's best dining city, Vancouver has a belt-straining array of great eats. For local seafood perfectly prepared, hit Yaletown's swanky Blue Water Caf at 1095 Hamilton Street (001 604 688 8078; [bluewatercafe.net](#)) for oysters (\$2.75/1.70). Alternatively, sink into the candlelit ambience (and velvet-soft lamb shank) of Belgian-influenced Chambar at 562 Beatty Street (001 604 879 7119; [chambar.com](#)). Or hit arguably the world's best Asian dining scene outside Asia. Bao Bei at 163 Keefer Street

(001 604 688 0876; [bao-bei.ca](#)) is a loungey new Chinese brasserie where the short-rib buns and inventive cocktails are justifiably popular. The West End's chatty Guu With Garlic at 1698 Robson Street (001 604 685 8678; [guu-izakaya.com](#)) is an authentic Japanese izakaya (pub-restaurant); tori karaage fried chicken is recommended. End the day taste-testing BC microbrews in Gastown's Alibi Room at 157 Alexander Street (001 604 623 3383; [alibi.ca](#)) or in the venerable Railway Club at 579 Dunsmuir Street (001 604 681 1625; [therailwayclub.com](#)), where there's nightly live music and great beers such as Central City Brewing's ESB.



623 3383; [alibi.ca](#)) or in the venerable Railway Club at 579 Dunsmuir Street (001 604 681 1625; [therailwayclub.com](#)), where there's nightly live music and great beers such as Central City Brewing's ESB.

day two

Sunday morning: a walk in the park

A bracing Stanley Park seawall stroll is a Vancouver must. It's an 8.8 kilometer circuit, but you'll be rewarded with shimmering ocean views, towering mountain backdrops, and an accompaniment of swaying Douglas firs. If you're not up for the full walk, rent a bike on nearby Denman Street or cherry pick park highlights such as Brockton Point's totem poles and the Vancouver Aquarium (001 604 659 3400; [vanaqua.org](#); 9:30 a.m.–5 p.m. daily; admission \$21).

Out for brunch

Try the Fish House in Stanley Park (001 604 681 7275; [fishhousestanleypark.com](#)); for a seafood-focused weekend brunch go for smoked salmon benedict (\$17.95/11.35; 11:30 a.m.–10 p.m. Tuesday to Friday, 11am–10pm Saturday & Sunday). Or hit the deco-look Acme Cafe at 51 Hastings Street (001 604 569 1022; [acmecafe.ca](#)) for goat's cheese scrambled eggs (8–9 p.m. Monday to Saturday, 10 a.m.–9 p.m. Sunday).

The icing on the cake

At the landmark Fairmont Hotel Vancouver, take the Hornby Streetside entrance into the building. On the corridor's left wall, peruse the menu that King George VI and Queen Elizabeth enjoyed during the hotel's 1939 opening.

Snow escape

Vancouver is one of those rare cities where you can stroll beaches in the morning and hit powder-packed mountain slopes in the afternoon. The three peak contenders — Grouse, Cypress, and Seymour — are on the North Shore where transit or shuttle buses to each run from Lonsdale Quay Seabus terminal (30).

To access the SkyRide gondola, take transit bus 236 from Lonsdale Quay or drive to the parking lot on Capilano Road. The 1,250 meter altitude lodge complex at Grouse Mountain (001 604 980 9311; [grousemountain.com](#)) is the gateway to Vancouver's favourite winter playground. There are 26 ski runs, but snowboarding is even bigger, especially during floodlit evenings when the slopes open until 10 p.m. Expect to see Dakine-clad teens hitting the terrain parks en masse. A one-day lift pass costs C\$55. Along with a small outdoor ice rink, there's an excellent but often overlooked snowshoe park here (equipment rentals available), where you can crunch between icicle-covered fir trees before warming up in the glowing lodge. The lodge's fine-dining Observatory Restaurant is quite posh, but the adjacent hearth-warmed bistro has similar panoramic views over the city twinkling in the ocean below.

Cypress Mountain (001 604 926 5612; [cypressmountain.com](#)) is accessed by car via Cypress Bowl Road or by shuttle bus from Lonsdale Quay and points across Metro Vancouver (round-trip \$23). It was venue for the 2010 Olympic snowboarding and freestyle skiing events. With a 610 meter vertical drop, plus 53 runs equally divided between intermediate and advanced, it's the area's biggest ski mountain. It also offers snowshoeing and a six-chute snowtubing course, as well as the North Shore's only cross-country skiing area: there are 19 kilometers of Nordic trails including 7.5 kilometers set up for nighttime access. A one-day pass costs C\$58.

Mount Seymour (001 604 986 2261; [mountseymour.com](#)) is the least slick of the three operations and that's the reason it attracts locals more interested in the slopes than the aprés-ski. Accessed by car via Mount Seymour Parkway, snow tires are required. There's also a shuttle bus from Lonsdale Quay (round-trip \$16). Along with its 39 runs including lots of off-piste areas, there are four terrain parks and family-friendly extras such as snowtubing and tobogganing. Seymour is also the cheapest of the three: one-day lift tickets are C\$44.50.

John Lee's work has appeared in the *Los Angeles Times*, *London's Observer*, *The Daily Telegraph*, and *Guardian Weekly*, among other publications.

We'll never know who picked up the first long needles and started interlocking strands of animal fiber to form the original knitted garment. We'll never even know what that garment was. A woolly pair of gaiters? A scarf? Perhaps a set of separate sleeves? Whoever it was wanted to make sure he or, if that genius was in fact a woman, her man kept warm in inclement weather.

Because nothing really works as well on cold days as a knit, nor is anything quite so comfortably toasty on cold nights. Furs and shearlings can be bulky and stiff; woven cloth is usually too flat and thin. But a knit retains the inherent heat-holding structure of the animal hair while at the same time offering the ease and elasticity of a more processed fiber — the ideal material world, you might say.

This fall, as always, knits are at the front and center of style. Among the collective offerings are long-sleeved knit shirts, such as the round-necked Henley with its unique six-button front placket, a popular garment on its own as well as for layering under a checked work shirt or over a dress shirt and tie. Sleeveless sweater vests make for great layering too when worn under a suit or a sport jacket. Cardigans, some thin-knit and close-fitting, others slightly bulkier and featuring a shawl collar addition, continue to double as a jacket for either dress-casual or casual attire. And a shawl-collared coach's sweater, with its short placket neck opening and plaited leather buttons, provides an interesting casual top for cords, khakis, and jeans alike.

You don't even have to buy a sweater to get into knitwear this season. Several shirt-jackets, for example, are being presented with felted wool bodies and attached knit sleeves. In other instances, varsity, baseball, and other blouson jackets might come equipped with a small stand-up knit collar, as well as knit cuffs and a knitted waistband.

The pick of the knit crop

Today's knitwear comes in all shapes and sizes — giving you plenty of warm options when the weather turns this autumn.



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Arguably, this autumn's strongest, not to mention most versatile, knit garment is the turtleneck. A straight-forward sweater with a simple fold-over neck, the turtleneck can come in a gauge so fine it rivals woven cotton and thus might be worn in place of a cotton shirt, with a good pair of dress trousers and an elegant sportscoat. At medium weight, it sits easily under an open-necked woven shirt in more informal ensembles. And for true weather defiance, worn either on its own or over another knit, a proper fisherman's turtleneck with its heavy, thick gauge uses its lofty fiber to sneer at the wind's bitterness and its natural retention of animal oils to shrug off the wet.

The latter, like the majority of our sweaters, is specifically made from sheep's wool. Yet many of today's designers recommend we raise our sights higher to the more deluxe options of knitted cashmere and mohair.

Cashmere, rendered from the hair of Kashmiri goats, offers a softer hand than wool and can keep you as warm with less loft. This makes it perfect for dressier cardigans and pullovers, although it also happens to look great when knit into a pair of rather expensive but certainly chic sweat-pants.

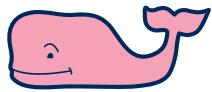
The same type of physical properties cashmere is renowned for apply to mohair; however, its distinct, fuzzy-furry appearance means it is best knitted into casual pullovers, where it assuredly can be expected to dominate the rest of one's attire.

Mohair, by the way, is not obtained from the elusive "mo" but rather is a corruption of the Arabic word *mukhyyar*, which loosely translates into "that's some pretty choice material you got there, buddy." The fiber itself comes from the Angora goat, and this has led to its sometimes being mistakenly labelled "angora," which (as those of us in the know are well aware) should be used rather to identify fibers made from Angora rabbit fur.

Whether you prefer mohair, cashmere, wool, or angora, consider following the same knitwear precept as today's designers. When opting for patterned sweaters, get something that features horizontal striping running across its entire body — say, a thick-striped pullover or a Fair Isle sweater vest with its recurrent whimsical symbols or even, à la Charlie Brown, a round-necked knit with a single, fat stripe running across its chest.

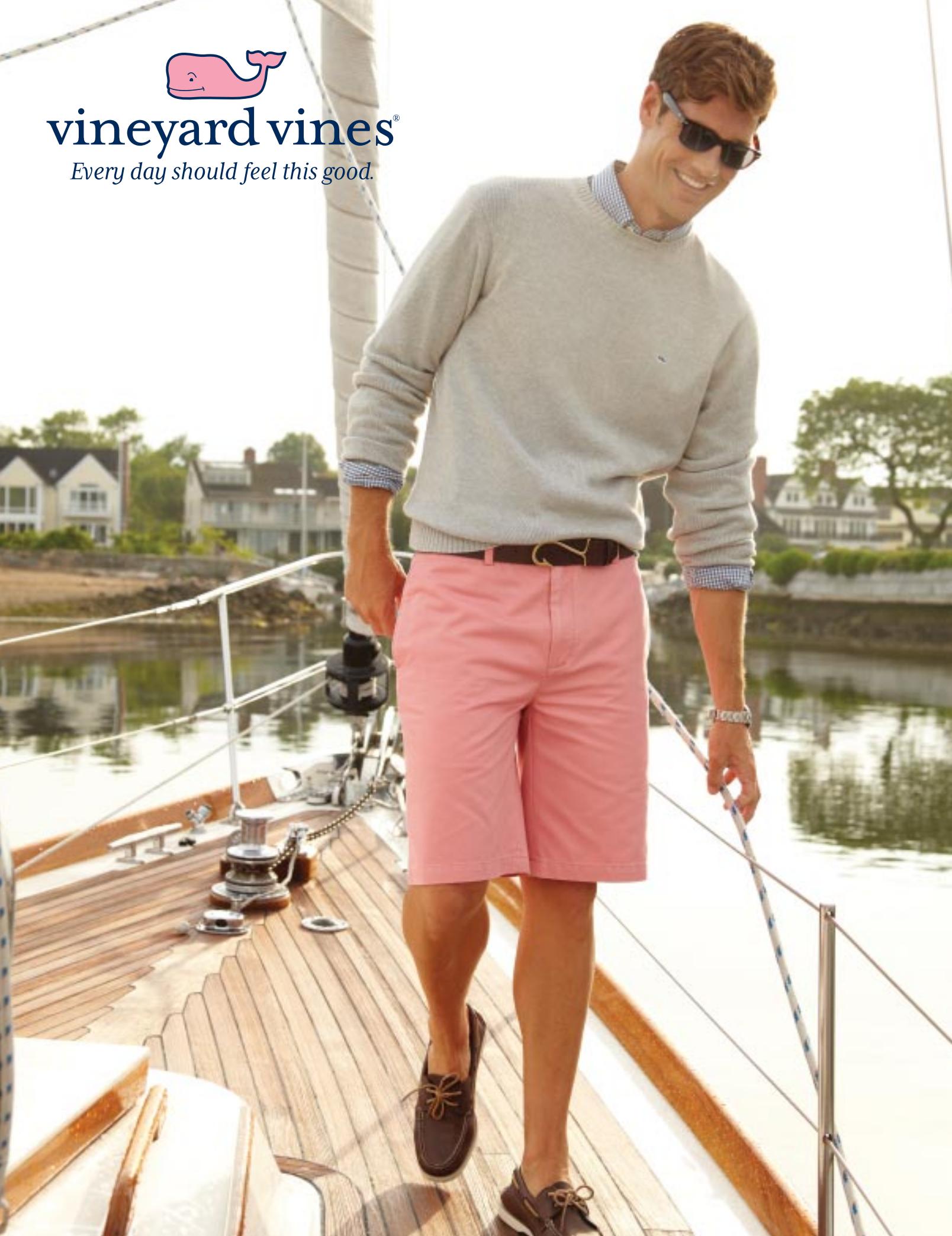
With today's silhouettes showing so slim and vertical, a little sideways action like this really helps to balance things out.





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Fur and fur-like looks fly high this season

kindred

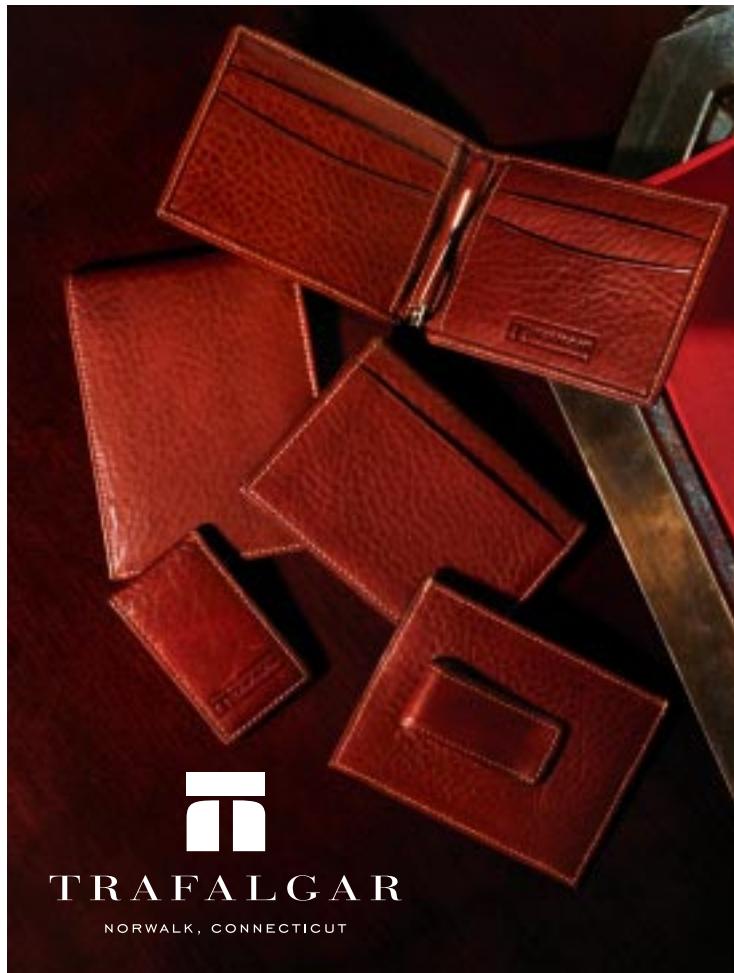
It's absolutely unavoidable. At least one piece in your fall/winter wardrobe simply must flaunt some fur, or a faked facsimile thereof. That is, if you want to be considered at all fashionable, according to this season's designer collections.

The Coats

Let's start with the most obvious place for fur — your overcoat or jacket. Number one on fashion's hit parade is the parka, which sashayed down almost every catwalk. A fur-trimmed hood makes for a classic take on this look, but it seemed there were almost as many parkas showing fur trimming around their skirts, sleeves, and down their front as well.

Second place goes to the vast selection of rabbit, fox, raccoon, mink and faux fur stoles, wraps, capes, and just plain coats (plus woolen coats with fur-trimmed lapels) on display. These could come in their own natural shades or, thanks to everybody riffing off Miuccia Prada's lead, in dyed shades ranging from candy-floss pink and powdery blue to deep purple, emerald, and merlot. At times, two or three of these tones came color-blocked together in a single piece.

Rounding off the top three is our old friend shearling, which technically is a wooly skin rather than a furred one, but who cares so long as it's shaggy? Rancher's jackets were particular faves, and shearling popped up too in edging and trims along cuffs, collars, and hems. Persian lamb, also called astrakhan, a sort of sub-category shearling, had plenty of fans too.



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The Clothes

A touch of mink set into a sleevehead, some beaver trimming down a placket, a fox-y miniskirt – few garments were left completely free of luxury ornamentation. And those that were often used fur-like substitutes, such as fringes and long-haired wools, for detail interest.

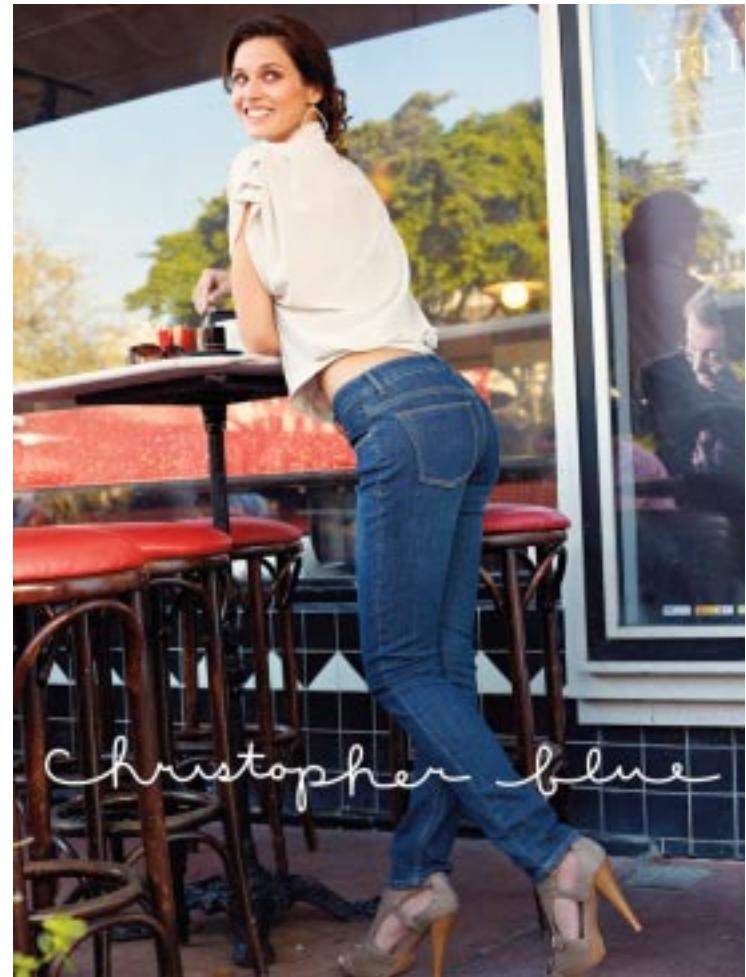
The most popular of these replacement materials would have to be ostrich feathers. Feathery clumps appeared everywhere, but to their best advantage on showpieces like a moderate mini with a matching jacket and purse, all crafted in dyed black fluffy plumage. If there were such a thing as an ostrich stock future, smart money would be flocking to it.

The Accessories

Where to start with a large list like this? Probably with natural and colored fur pieces created for the great outdoors. Fur tippets, scarves, muffs, and turtle-neck-like detachable collars all had their day in the shade, as did Astrakhan hats (named for both its European traditional boat-shaped design and curly woolen material). Other fur hats, from smart pillboxes and berets to head-enveloping '60s helmets to some truly mammoth sculptural constructs, completed the collection.

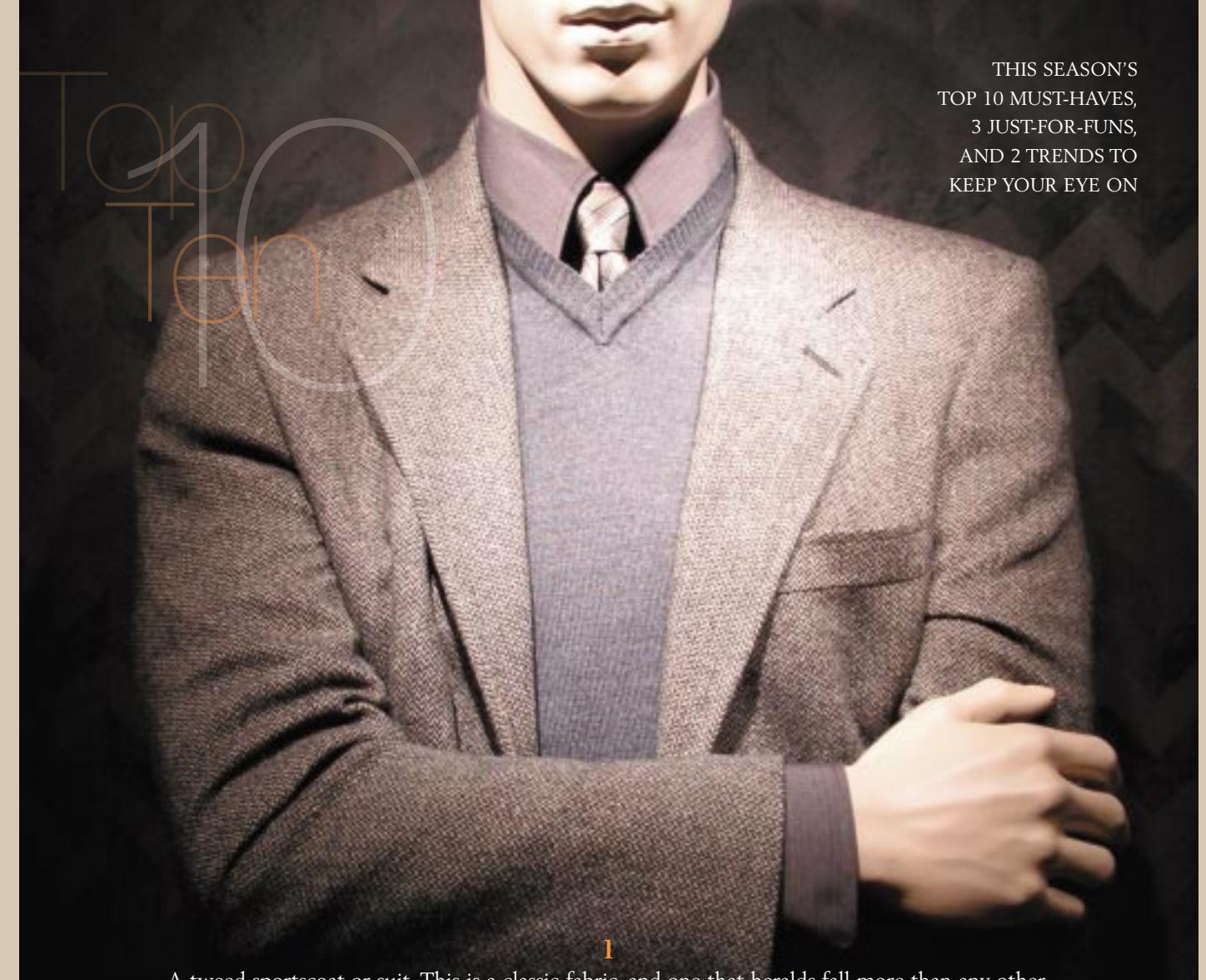
But then fur went further. Whimsical over-the-shoulder bags were covered with the stuff, shoes came trimmed in it in a variety of different ways, and quite delightfully, it appeared again in several pairs of upscale dyed shearling galoshes. A few proffered modes, such as the fur glasses in one stylist's runway presentation, were really too much to be taken seriously. But then again, another designer suggested a charming little mink ski band that everyone would find wearable, ear-warming, and, best of all, relatively affordable.





THIS SEASON'S
TOP 10 MUST-HAVES,
3 JUST-FOR-FUNs,
AND 2 TRENDS TO
KEEP YOUR EYE ON

Top Ten



1

A tweed sportscoat or suit. This is a classic fabric, and one that heralds fall more than any other.

2

The club-collar shirt. A small classic in its own right, the club's reappearance after so many years signals a new/old approach to neckwear. Try one on (unless your face is too wide to suit its rounded points, in which case substitute another old favorite, the standard point collar).

3

A camel topcoat or duffel coat. Distinguished and traditional, either one of these makes a nice, light counterpoint to today's mainly all-black and all-gray ensembles.

4

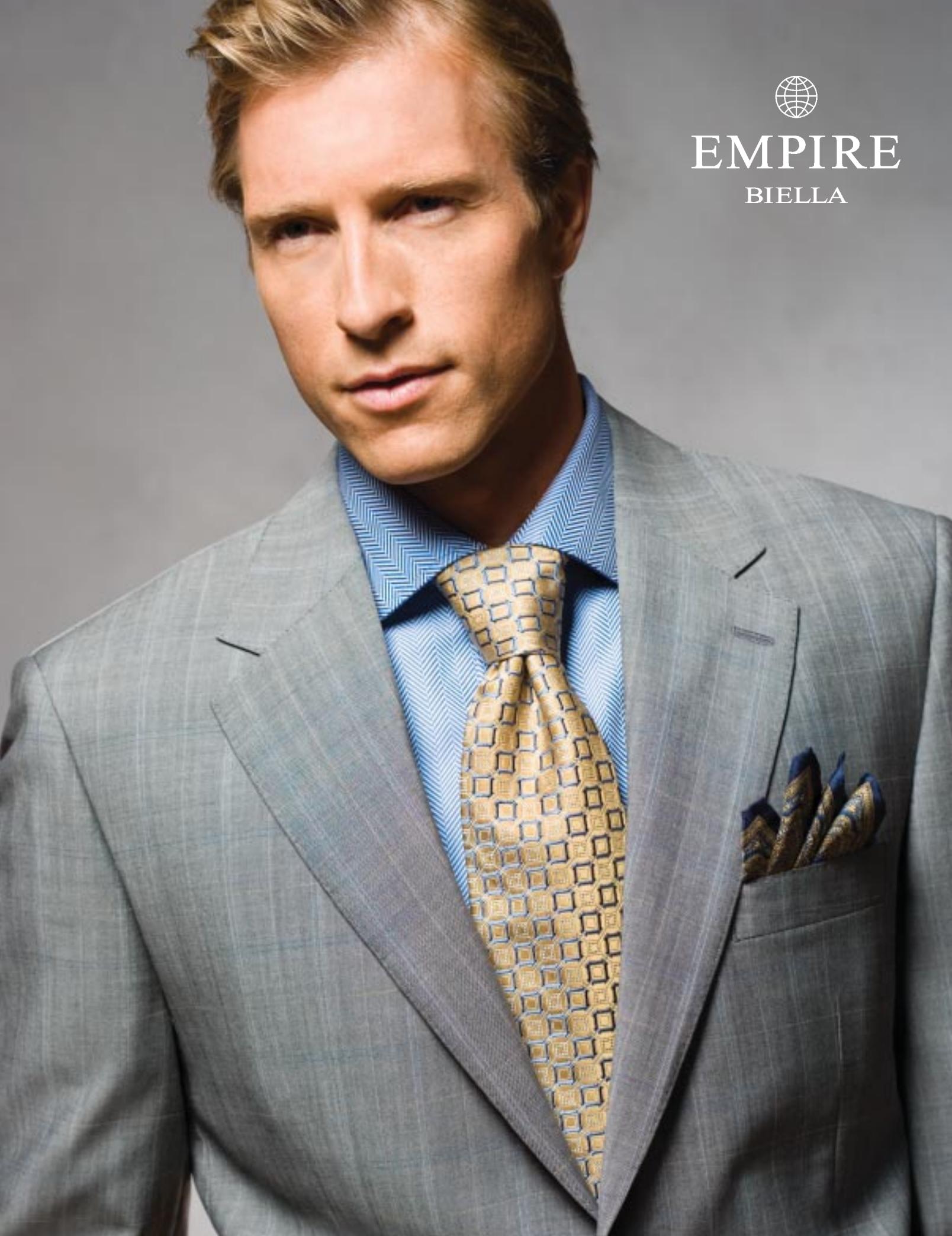
One strongly colored "furnishing" touch. For occasional use, at least one piece of casualwear — say, a shirt or a sweater — and at least one dress accessory, a shirt or a tie, that offers a touch of relief to this season's otherwise somber shadings.

5

A chambray shirt or jeans jacket. Why not celebrate the cowboy spirit — after all, those guys were the original boys in blue.



EMPIRE
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6

A fedora hat. Another manly blast from the past — even though it was first named for the title female character (played by Sarah Bernhardt) in an 1882 Victorien Sardou play.

7

The turtleneck sweater. No fuss, no muss, no bother, and warm to boot, turtlenecks are the Special Ops of menswear — capable of slipping efficiently and effectively into almost any outfit situation.

8

The horizontally striped sweater. A great way to balance the tall, slim silhouette — as well as flaunt your manhood, since most women's wardrobes avoid this look like the plague.

9

A pair of round tortoiseshell glasses or sunglasses. You just knew the moment everyone had purchased rectangular eyewear with thin-to-no rims that the tide would turn, as indeed it has. Now, everybody is supposed to resemble a Johnny Depp clone — not such a bad thing, really, considering the source model is so stylish.

10

One burnished copper silk pocket puff. This season's favorite hue, in a furnishing small enough that it can be pocketed for a song, will give your tailoredwear an instant update.

Photo Courtesy of BRAX

**3**

just-for-funs

1

The tie slide. An accoutrement from menswear's mid-20th-century heyday, the slide (also known as a tie bar) keeps your neckwear from flopping about, especially after you've removed your coat to get down to brass tacks, Jack.

2

A plain leather belt with a matte plaque buckle. This belt's metallized plaque closure is enough to boost it from a bland strip of leather to a cutting-edge accessory.

3

The double-handled weekender bag. Despite its name, try using one every day as a handy repository for various electronic gadgets that you don't want cluttering up your suit and ruining its line.

2 trends to keep your eye on

(which may, or may not, pan out)

1

Wide-legged pants. Successful on the women's side, some designers are now trying these out on men. The look actually does work with today's tighter upper torsos, in a Charlie Chaplin-esque sort of way.

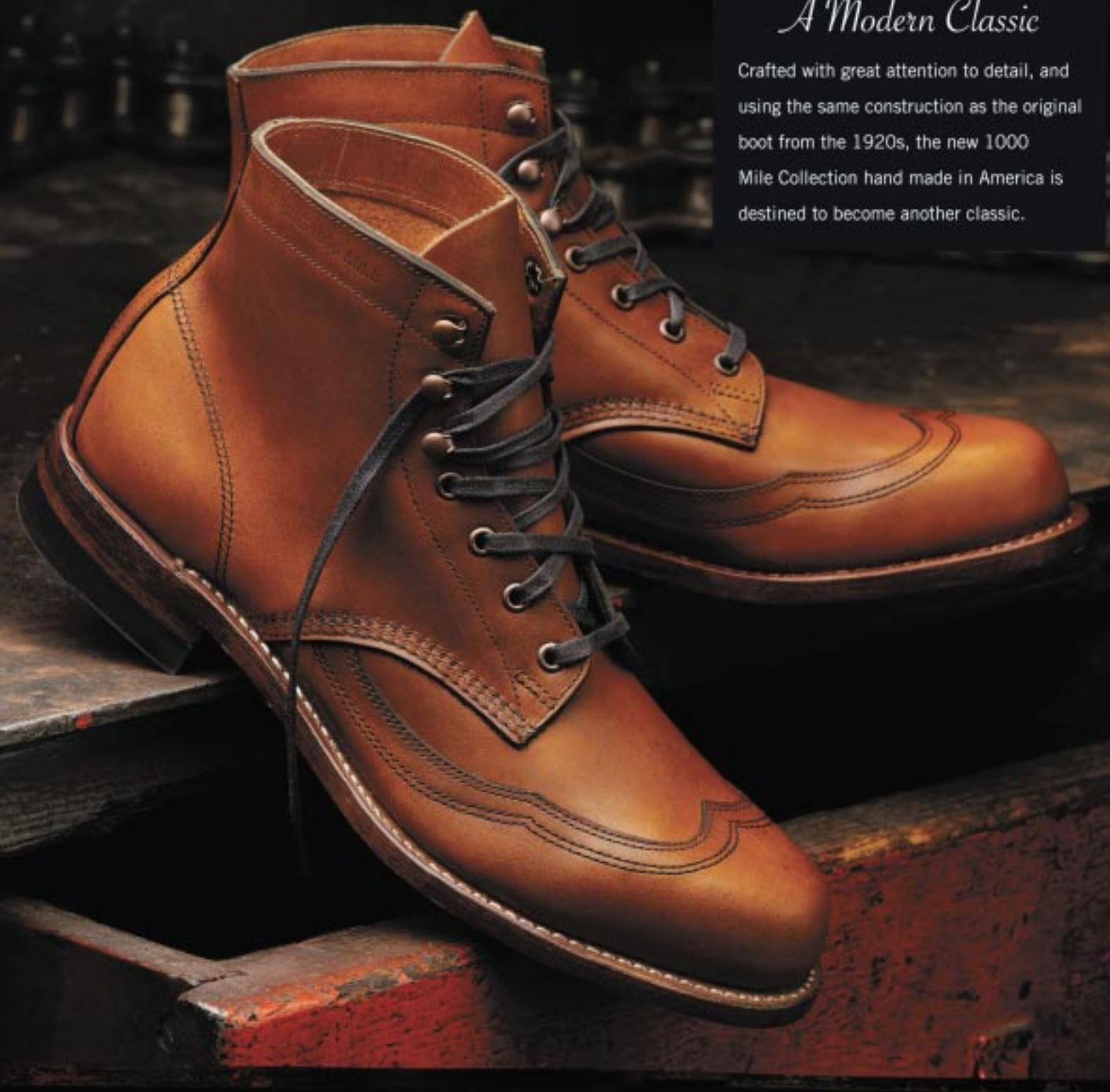
2

Three-button jackets. Yes, we know you've been firmly told to expunge these from your closet but...

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a kiss for chocolate

More than one hundred and fifty years ago, some clever chocolatier came up with the idea of packing chocolates in heart-shaped boxes for Valentine's Day. The idea caught on and February 14th has been associated with chocolate ever since. And now scientists are telling us that chocolate may be as good for your heart health as it is for your love life.

What do spinach, sardines, oat bran, and dark chocolate have in common? They're all touted as ways to make your heart healthier. Funny how most people find it easier to eat more chocolate than to eat more sardines.

Well, we do what we can. And, the truth is, chocolate really does have some good stuff in it. Studies have found that eating chocolate can lower your blood pressure and your cholesterol, which of course is good for your heart health. But that's not all.

Compounds in chocolate can increase your insulin sensitivity, which improves your body's ability to regulate your blood sugar and can help prevent Type 2 diabetes. They also improve blood flow to the brain, which can make you smarter, or at least helps you hang onto the smarts you have, as you get older.

Montezuma's Secret

Chocolate also helps reduce inflammation, which helps prevent all kinds of diseases and just generally slows down the aging process. Not for nothing did Montezuma drink a dozen cups of cocoa to bolster his stamina before visiting his harem!

I even came across some research showing that eating chocolate on a regular basis can improve the texture and structure of your skin! And if all of that weren't enough, chocolate contains compounds that make you feel happier, but you didn't need researchers to tell you that, did you?

Most of the health benefits of chocolate are provided by compounds called flavanols, which are found in the nonfat cocoa solids — that's the part of the bean left over when you take out all the cocoa butter. Dark chocolate generally contains a lot more cocoa solids than milk chocolate, which is why — as a general rule — dark chocolate is considered to be healthier: you're getting a more concentrated dose of flavanols. I say "as a general rule" because the amount of cocoa solids isn't a perfect way to judge the flavanol content. Processing can destroy flavanols, and the type of cocoa

bean and the region in which it was grown also make a difference. Still, most dark chocolate will have a decent amount of these beneficial compounds.

However, this is not license to start eating a pound of dark chocolate a day. In addition to all those healthy flavanols, chocolate also generally contains a good amount of sugar, fat, and calories. For all its benefits, chocolate — even dark chocolate — is a healthy food that you need to enjoy in moderation.

Researchers estimate that eating just an ounce of dark chocolate every day is enough to get some positive benefit. That much dark chocolate will run you somewhere around 200 calories. If you simply add an extra 200 calories a day to your diet, you'll end up gaining weight at the rate of about two pounds a month! So, if you

want to eat an ounce of chocolate every day (for medicinal purposes only, of course), you'll want to cut something else out, such as that second glass of wine with dinner or the scoop of frozen yogurt afterward. After all, gaining 10 pounds will quickly undo any health benefits you might be getting from chocolate.

Monica Reinagel is creator of the Nutrition Diva podcast and a frequent contributor to leading health and lifestyle websites and magazines. Her books include Amazon bestseller *The Inflammation Free Diet Plan*, as well as *The Life Extension Revolution: The New Science of Growing Older without Aging* (with Philip Miller, M.D.).



Chocolate Not Just for Dessert

Rather than breaking out a chocolate bar, dig out that can of unsweetened cocoa powder in the back of the cupboard instead. Cocoa powder is low in calories, contains no sugar, and is virtually fat-free. Because it is close to 100% cacao solids, it's jam packed with flavanols. Try blending a tablespoon of cocoa powder with some soymilk and a frozen banana for a healthy smoothie.

You can also use cocoa powder in savory dishes! Although it might seem strange if you've never had it before, chocolate and chili peppers are a classic combination in Mexican cuisine. Add a few tablespoons of cocoa powder to a batch of chili and you'll see why. Cocoa powder mixed with ground chilis and other spices makes a fabulous dry rub for steak or pork chops. Just be sure to avoid "dutched" or alkalized cocoa powder, which has less than half the flavanol content of regular cocoa powder.



playing with layers

From casualwear to cocktail, this fall's fashions include roleplaying and multilevel games

Layering this season comes in two distinct groupings. The first type is fully functional and typical of all fall/winter dressing: You simply wardrobe yourself for abrupt climate changes in your daily environment — moving from heated home to unheated dog walk, or comfortable office place to chilly bus stop. The second type, however, is trend-specific to the new season, wherein layers represent a much more creative endeavor and, indeed, could prove stylistically directional in the years to come.

Like a Russian nesting doll, there are layers within these layers at every level. At the casual base, we're talking fun fashion salutes to things like cowboy chic, with rolled-cuff jeans and plain leather boots, a checked shirt on top of a knit undershirt, a jean jacket plus shearling coat over le tout ensemble. Or you could choose to go retro ski by slapping several knit pieces together — for the upper body, a silk-knit undershirt or turtle-neck sweater under a collared, long-sleeved, brushed cotton polo under a Nordic-patterned wool pullover, and beneath, some silk long underwear and stretchy ski leggings, a pair of heavy woolen socks and lace-up leather boots. A fur-hooded, quilted parka — this season's preferred outerwear — goes over the lot.



BALLIN

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Knits are, of course, integral to both fall and fall layering, casual and dress-casual style, so stock up on plenty and go heavy on this season's faves: turtlenecks, shorter fine-gauge cardies, and longer thick-gauge cardigan sweaters (the latter two often require waist cinching, so look for pieces with matching knit belts and keep a dressy leather belt in reserve).

Two other major players are the above-mentioned parka and lace-up boots. Not only do they make great cold-weather combatants, they also act in concert as a 1990s grunge flashback, working in direct contrast to some ultrafeminine item, say a floral-print tunic dress, should you feel the need to go all Courtney Love on us or, indeed, simply desire something amusing to wear on a cool night out.

Moving upwards from casual base to dressy summit, you will notice that many of this season's party frocks feature layers too, albeit on a much more sophisticated plane. Thanks in part to higher necklines, we're seeing instances of lace, crochet, or semi-sheer fabrics used in inserts above the bust, and those same materials are even more often used to make separate

sleeves attached to a solid dress body. More prevalent still are ultraluxe lace overdresses — black, taupe, or virgin white — worn atop quiet shifts.

But the real, directional news may lie in tailored pieces that have been specially deconstructed and reconstructed with a stiff Asian flair. Let's face it, Japan's been in the news a lot lately and China remains (no pun intended) red hot. So we're now seeing ensembles such as a Mao-collared halter-top made from heavy suiting fabric worn with a kabuki-boxy lined jacket, perhaps with a hard-lacquered leather coat or long, kimono-like overcoat over top.

If you've been wondering where minimalism has gone, here it is. Basic geometrics, hidden closures, blocks of color, simplified silhouettes, and plain fabrics — they're with us still, in stripped-down pieces perfectly suited to layering one with another.

Not only does such serious play with volumes and values represent clothing as architecture at its finest, the easy-to-pair-together components it creates might just indicate where future fashion is headed.







Unless you're a casting agent, 29-year-old Jessica Chastain is, right now, almost certainly the most in-demand actress you have never heard of. That will change over the next year or so as the nine movies she's shot in the past four years — collaborations with a Who's Who of film — hit the screen. In director Terrence Malick's family drama *The Tree of Life*, she plays Brad Pitt's wife (and, thanks to the miracle of flashback, Sean Penn's mother). In the film adaptation of the mega-best-selling novel *The Help*, she's a newly minted up-from-white-trash southern belle. She's also the lead in Al Pacino's cinematic translation of Oscar Wilde's *Salome*, the wife of Ralph Fiennes' Coriolanus in the Fiennes-directed film version of Shakespeare's bloody tragedy, and, in what may prove to be her most memorable performance, a fledgling Israeli intelligence operative assigned to abduct an infamous Nazi war criminal in mid-'60s East Berlin in *The Debt* this December.

one2watch

We love this actress on the rise
[and you will too]

Our Exclusive Interview with Jessica Chastain

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"All my friends are going, 'What is going on right now?'" says Chastain, who shares their amazement. She still remembers the moment when Malick called to tell her he'd cast Pitt as her husband in *The Tree of Life*. "I'm trying to act all cool — 'That'd be great!' Meanwhile, a friend of mine is with me, and I have this big notepad and a pink highlighter, so I just write, 'BRAD PITT!'"

Who would have predicted? Chastain grew up in small-town Northern California — her mother runs a vegan restaurant, her stepfather's a firefighter — but by the time she was 10, she was channeling what she calls her obsessive personality into the fine arts: first, dance for six hours a day, and then, after she decided she wasn't tall enough to make it as a ballerina, theater. "I was the girl who cut school to go to the park, and the other kids would be smoking and drinking and I'd be reading Shakespeare," she says.

The Bard brought Chastain to New York. For her Juilliard audition,

she chose Juliet's soliloquy about pining for Romeo to take her virginity ("...come, loving, black-browed night...") and gave it the full hormonal treatment. "I'm on the floor writhing about, completely crazy," she says, laughing. "It probably made them go, 'Ah, this chick, she's brave.'" (In *The Debt*, the visible intensity of her feelings for her Mossad coconspirator, played by Sam Worthington, gives the taut political thriller its own star-crossed romantic grandeur.)

After four conservatory years, Chastain moved to LA to make it in the movies, and the fish-out-of-water feeling returned: "I'd be sitting in the audition waiting room thinking, 'Everyone looks like a model, really tall and really blond.'" She is gorgeous, of course, and petite, with strawberry blond hair and translucent skin. However, once Al Pacino discovered what a finely tuned instrument she was, the other A-list directors and actors fell into line. "Al taught me,

"All my friends
are going,
What is going
on right now?"



once you accept the camera and love it, it can see into you," Chastain says. Ralph Fiennes, for one, has admired the view: "Her emotions are on her skin," he says about Chastain. "She doesn't do any acting. It all moves through her, seemingly without effort." The rest of us will learn what all the fuss is about when her movies begin to roll out. "My poor mother is telling everyone she knows, 'Jessica is doing a movie with Brad Pitt, with Al Pacino,'" she says, "and everyone is looking at her two years later, going, 'Sure, sure.'"

"Her emotions are on her skin. She doesn't do any acting. It all moves through her, seemingly without effort."

—Ralph Fiennes

But anonymity has its privileges. Still preserved after four years of making movies, untroubled by the impediments of celebrityhood, is Chastain's girlish sense that anything is possible. "*The Debt* made me realize I love making action movies," she says. And when her cover is blown? "People ask me, 'Is it going to be weird when people start to see your films?'" she says. "I must be in denial, because I don't think so." When it's suggested that a steady stream of Jessica Chastain movies over the next few years is going to play out like the Revenge of the Drama Nerd, she counters, "Yeah, but now I feel like the cool drama nerd."





made in the shade

The latest, greatest shades and hues, straight from the runways of New York, Milan, London, and Paris

We've scoured the globe's top fashion shows to bring you the latest low-down on this season's color schemes.

dark nights

Is it a salute to *Harry Potter and the Deathly Hallows Part Two* or simply a knee-jerk reaction to the lightness and brightness of a certain royal wedding that occurred last spring? Whatever the cause, black casts a strong spell over this fall's fashions. All the usual suspects are here, including black velvet tuxedo suits and evening dresses, zipper-encrusted black leather jackets and pants, and black leather gloves and boots. Some bondage inspiration snuck into the mix as well, via kinky gladiator boots, black bodices, and strictly runway items, such as a shearling-lined dog collar and a dark leather harness worn over an ultra-feminine, ruched fabric ball-gown.

Mostly though black, and its kissing cousin gray, are employed for quiet, head-to-toe dressing or for forming a neutral background to more extravagant color-blocked pieces. Both these trends, incidentally, represent signature elements of the minimalist movement — which in its own orderly way seems to be conquering the world's catwalks one designer at a time.



colorful days

Color Her World

Those color blocks need to be strong to offset any dense darks that might surround them. How else to explain the explosion of deep and vibrant hues we are currently witnessing? We're talking heavily saturated shades here, from deep purples, emeralds, and plums to electric oranges and blues, vivid violets and scarlets (this season's favourite lipstick shade, by the way).

These and more show up not just in blocks or strongly rendered graphic patterns (think modern artists like Mondrian, Calder, and Matisse in his coupage period) but on their own in a single item or even a completely color-coordinated ensemble, as well as in a strong plaid or checked garment worn as a sole statement piece or mixed with wild abandon alongside other patterns. These colors too can be brought into an otherwise neutral outfit by means of a boldly shaded handbag, a big plaid scarf, a pair of long leather gloves, party-shaded stockings, a dyed fur wrap, or dyed snake-skin footwear.

She'd Like Pastel, Please...

Just when you think you've got this season's colors nailed, however, along comes a completely new set, filled with hues that speak in hushed ladylike tones. These sweet shades — lavender, lilac, rose pink, powder blue, aquamarine, pale yellow, and grass green — owe much to a fashionable fondness for the early '60s, when women at least appeared to know their place. Look for them to show up in period-worthy gingham checks and charming little floral frocks too.

She'd Walk a Mile for a...

But wait, as the old ads used to say, there's more. Of all the colors this season loves, camel reigns king. Nearly as neutral a shade as black, but warmer, it's the color of choice for many a fashionable item, plus a particular fave when it comes to tailored overcoats.

One more great thing — it happens to pair up beautifully with black.

hang up already!

Have you ever snuck out of a movie theater to take a phone call? Interrupted a romantic dinner to send a quick Blackberry email? Spent 20 minutes working on your iPhone instead of watching your child's soccer game? If any of these scenarios (or all of them!) sound familiar, you may have a cellular issue.

"Over the past few years, PDA reliance has become increasingly problematic," says Dr. Lisa Merlo, PhD, assistant professor at the University of Florida College of Medicine. "More and more patients feel a need to be constantly available."

This compulsion doesn't always have to do with the phone — in fact, it often indicates another issue entirely. Patients who have underlying social anxiety may feel the need to be engaged with a phone in a social setting, for example, says Merlo. "Patients with an obsessive-compulsive disorder may use the phone as part of a checking ritual," she adds. "Or patients having family or marital problems may use the phone as a way to escape."

Whatever the underlying reasons — and it may be that you just feel extremely busy — by not missing a single phone call or email, you're actually sacrificing the present moment (and seriously hampering your ability to complete a thought or have any precious alone time). "Everyone needs quiet time to rest, relax, and rejuvenate," says Dr. Merlo. "A ringing cell phone that interrupts your personal time can be just as disruptive as an unwelcome visitor showing up on your doorstep. It can introduce stress and detract from the calming effect that you crave."

Think you might be a crackberry addict? Dr. Merlo says that warning signs include feeling anxious or upset if you forget your phone at home or have to turn it off, believing it would be worse to lose your phone than your wallet, avoiding areas without cellular service, secretly checking messages (excusing yourself to the bathroom to listen), or using the phone when doing so is dangerous (texting while driving). Another big clue? The people in your life are asking you regularly to please turn it off!

Cutting the cord is tough, but these baby steps from Dr. Merlo will help you untether:



1 Set reasonable boundaries. Decide that you will not answer the phone during meals, while driving, while involved in an in-person conversation, or during events where it is prohibited or considered rude (remember, that's most events).

2 Downgrade your phone to a more basic model or turn off unnecessary features, such as text messaging. Get a phone without email or internet access — then you won't feel guilty about not using it. (Or keep two phones, but only bring the low-functioning one out to dinners — that way you can't get too distracted.)

3 Let your friends, family, and colleagues know about your plan to disconnect. Explain to them that you're trying to achieve more balance in your life and that you'll return their messages at a convenient time. You may even plan a few minutes that you set aside each day to respond to people; it'll actually make you more efficient and relieve some of the anxiety associated with being reachable all the time.

Melissa Walker is a writer who has worked as *ELLEgirl* features editor and *Seventeen* prom editor. In late 2008, she launched *I Heart Daily* with fellow ex-*ELLEgirl* Anne Ichikawa. It's a daily newsletter about "likable stuff."



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the tasty truth

Millions of us go on a diet every year. Fast forward 12 months of totting up calories and forgoing of our favorite foods and most of us will have piled the weight back on. Deprivation diets are doomed to fail, and interestingly, an increasing amount of research shows that it's actually environmental triggers rather than physical hunger that determines how much we eat. So make your surroundings work for you with our steps for munching success:

1. Identify the triggers

PROBLEM: You mindlessly munch on food.

SOLUTION: Most of us forget about the little bits of food we pick at through the day, whether it's a handful of gummy bears after lunch or a chocolate bar on the commute home from work. This means we can eat hundreds of extra calories without even noticing! But fear not: growing evidence suggests that simply putting pen to paper and recording your snacking patterns can help to double weight loss results. Try keeping a food diary for a week, rating your hunger on a scale of 10 before eating, as well as jotting down every morsel and your emotions as you do so. This will help you pinpoint specific triggers that may be causing cravings or overeating. "You'll surprise yourself when you look at your diary," promises Samantha Prior, nutritionist at Totally Nourish (www.totallynourish.com).

"When you write down everything you have consumed, including drinks and extra calories that you forgot about, you start to see why you are finding weight management difficult. You may even find that you don't want to eat a chocolate or decide to swap coffee for herbal tea, as you want your food diary to look positive."

2. Eat with your eyes

PROBLEM: Visual cues control how you eat.

SOLUTION: We tend to choose our food according to visual cues, such as color, texture, and variety, instead of eating based on hunger or satiation. Renowned U.S. behavioural eating expert Dr. James Painter, who carried out a study comparing the consumption of shelled and non-shelled pistachio nuts, discovered that participants ate 50% more when the nuts were shelled compared with when the shells were left on. This shows just how much food presentation can affect eating habits. The color and texture of foods also play a large role in food choices. Think about it: if you were faced with two bowls of sweets, one of which was filled with a variety of choice and colors and another bowl filled with a single kind, which would you eat from? "Bright food is naturally more appealing to the eye," explains Samantha. "Liven up food by adding lots of colorful fruit and vegetables. It will make it look more appetising and will be packed full of nutrients too."

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Andrew



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3. Don't get distracted

PROBLEM: You're preoccupied when eating.

SOLUTION: There's nothing better than a gossip with the girls over dinner, but, according to Dr Painter, eating with friends is a fat trap waiting to happen. Being distracted by other influences, such as talking while eating or having dinner in front of the TV or computer, can actually impair digestion. "When you don't take time over eating, it can affect your production of digestive juices, meaning you don't break down food properly," explains Samantha. "When you next eat, take time to look at your food and smell the dish to help stimulate the digestive juices. Put your knife and fork down between each bite and chew your food properly. Quite often people perceive how full they are based on time, so by eating slowly you may find you are much fuller than when you speed through your meal."



5. Say no to bulk buying

PROBLEM: You can't resist money-saving food offers.

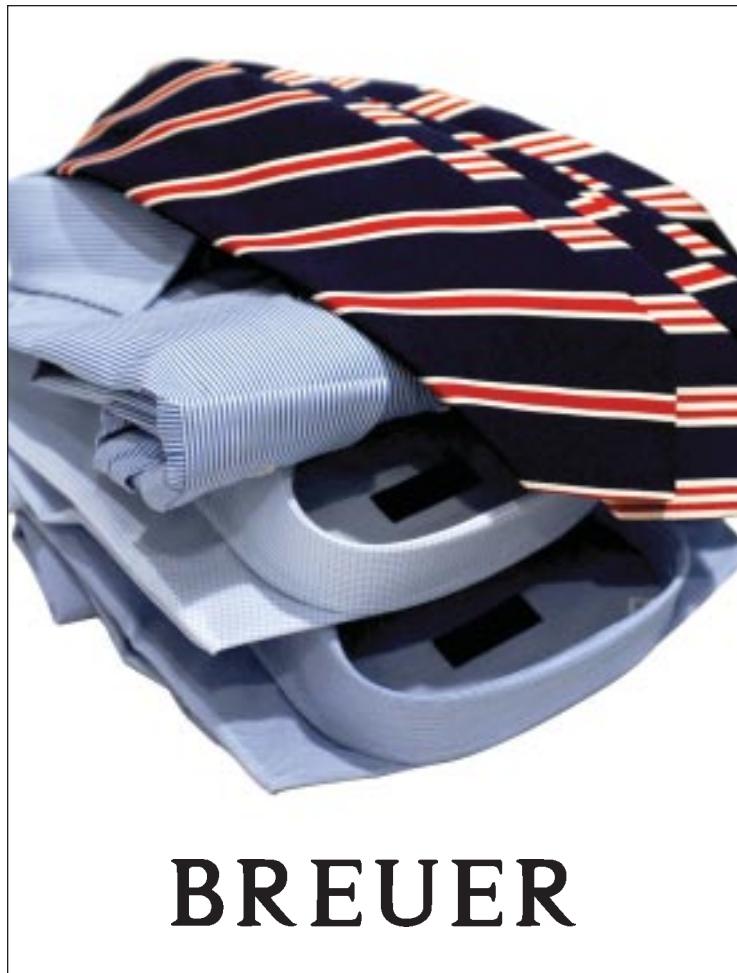
SOLUTION: From buy-one-get-one-free stickers to special half-price offers, supermarkets are marketing masterminds and know how to push the right cash-spending buttons. A study carried out in 2008 revealed that, on average, more than 60% of supermarket promotions are run on sugary and fatty foods rather than fresh fruit and vegetables, a trend that has taken its toll on our waistlines. "Refined foods, such as chocolate, crisps, cakes, and pizza upset the body's biochemical behavior, making them become addictive," says Samantha. Try and shop in local grocery stores or at a local farmer's market for fresh organic produce. If your only option is the supermarket, sidestep the convenience aisles and opt for fresh food instead.



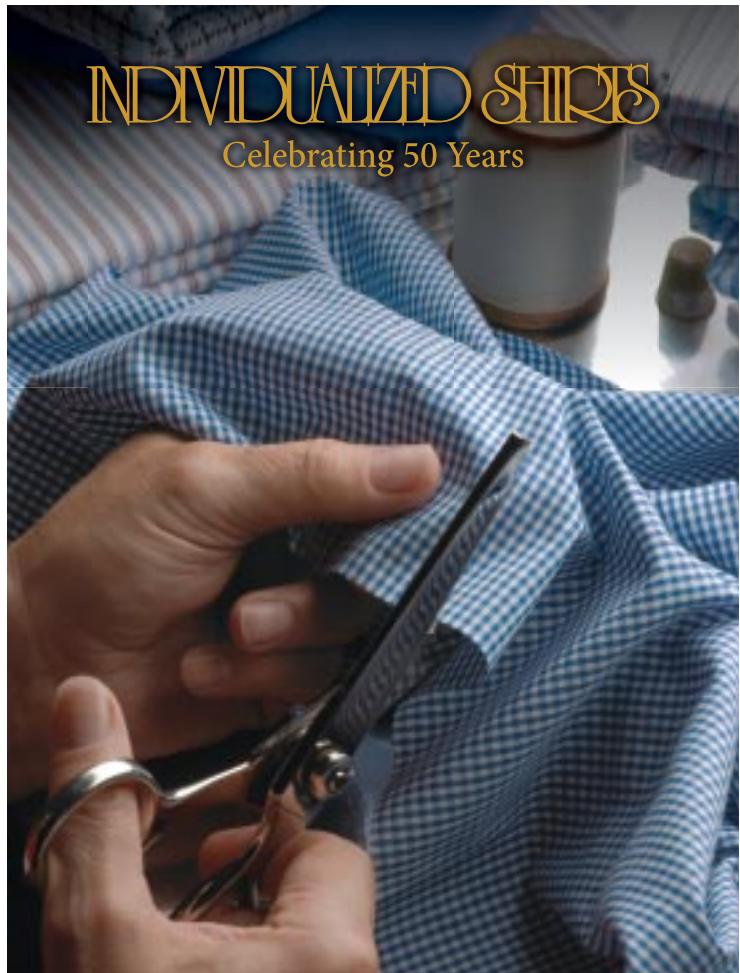
4. Downsize dishes

PROBLEM: You overeat at mealtimes.

SOLUTION: The average dinner plate in the 1950s was nine inches wide; and now our plates measure approximately 13 inches, so it's no wonder our waistlines are rapidly growing as a result. A bigger plate usually equals larger portions, so downsizing your dishes can help you lose weight as you'll naturally eat less. "If you think of your stomach as being the size of your two fists put together, you have an idea of appropriate portion size," says Samantha. "By sticking to correct serving sizes you are less likely to upset your body's natural metabolism, which is the ideal way to keep fuller for longer."



BREUER

A portrait of a smiling man wearing a dark zip-up sweater over a plaid shirt.

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Ever since venture capitalists began anointing green stocks the next big thing about a decade ago, the sustainability sector has been on a roller-coaster ride. Green stocks fell hard — like the wider market — over the winter of 2008–2009, and have struggled particularly hard to rebound. With share prices of many promising green stocks still wallowing in the recessionary doldrums, many would-be environmentally conscious investors wonder if now is the time to roll the dice and risk their nest eggs on this still-volatile sector. But while all investments carry some amount of risk, most experts agree that the future remains rosy for companies embracing sustainability-oriented business models.

"The universe of high-growth, well-managed and investable companies offering bona-fide green products and services is growing," reports Jackson Robinson, president of Boston-based Winslow Management, a leading green mutual fund and investment company. "Green companies are no longer just young start-ups with entrepreneurs struggling to make payroll and spending more time raising money than building their businesses."

When Robinson started Winslow in 1983, there were hardly any green companies to invest in. Now, his fund managers can choose from upwards of 1,000 publicly traded 'green' stocks. Winslow researchers estimate annual growth rates for stocks in the green sector to average some 22% over the next three to five years.

The Move to Renewables

And there's assurance, on the federal level, that the country is moving in a renewable energy direction. 'The president has pledged money to fund the development of green technology,' says David Peltier, a research associate at financial website TheStreet.com.

With the promise of federal contracts regardless of the shape of the economy thanks to Obama's stimulus plan, many green companies can weather the recessionary storm while they figure out ways to run their businesses in the black.

Despite an overall positive outlook for the sector, Peltier recommends that green investors with weaker stomachs look to invest in larger, more established companies, in other words, companies that can support their operations on incoming revenues without

relying on outside funding, which dried up in 2008 and is only now beginning to trickle back in.

Of course, even larger green companies aren't immune to wider economic and geopolitical factors. For starters, if the price of oil drops precipitously again, as it did in 2008 as a result of the recession's onset, stock plays involving renewable energy and even energy efficiency will likely suffer. Those bullish on green stocks in general are keeping fingers crossed that the price of oil stays up in the \$80/barrel range to help boost the emergence of green business.

Baby Steps

Those looking to dip their toes in the water of green investing before diving in should consider putting a little money into one of some two dozen socially responsible mutual funds. Some of the leaders in this space besides Winslow include Green Century, Calvert, Domini, Pax World, and Portfolio 21. Most of these companies offer a variety of funds to cater to investors' preferences in playing the market.

To wit, Green Century offers both an Equity

Fund, which tracks the MSCI KLD 400 Social Index, an index of 400 socially responsible stock holdings small and large, formerly known as the Domini 400 Social Index, as well as a Balanced Fund comprising not only stocks but also bonds in order to lessen volatility. According to data on the Social Investment Forum website (where users can find a comprehensive chart comparing the performance of some 22 different socially responsible mutual funds), Green Century's Equity Fund posted a net gain of .07% in average annual growth over the last five years, while the Balanced Fund is up .37%. Although the gains are small, the latter fund posted returns some five times higher than the former, underscoring the wisdom of a more conservative approach within an inherently risky sector.

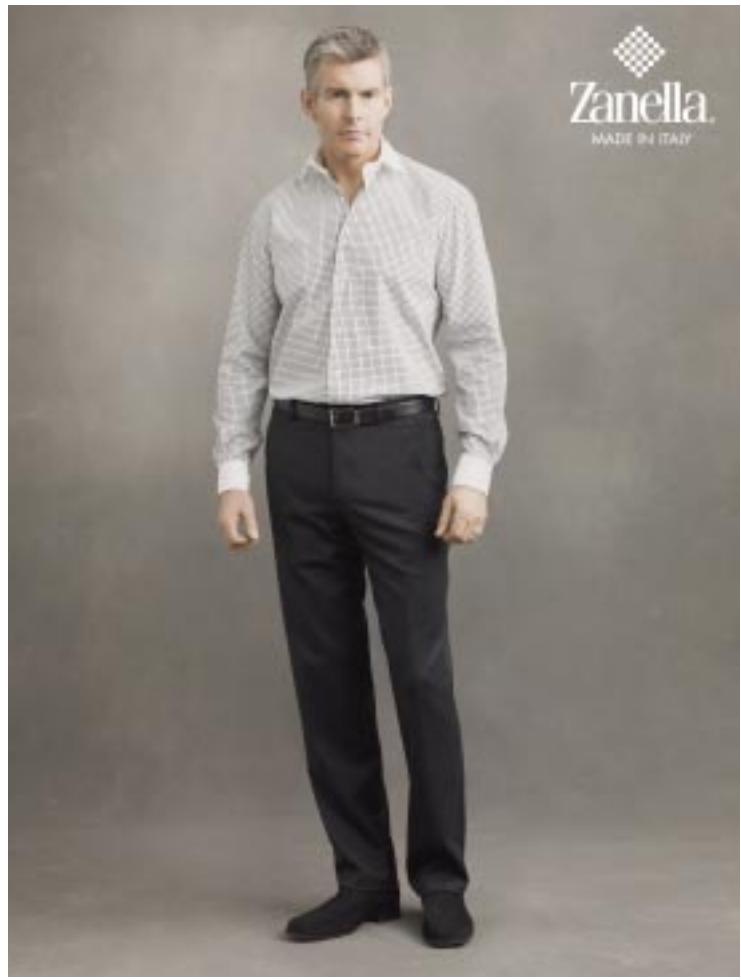
Whether or not green investing is safe is a question only an individual investor can answer. The old adage of "no risk, no reward" still holds true; those willing to withstand lower lows might just get rich when things do turn around. But for the rest of us just looking to pay some bills and get on with life in a responsible manner, green investing is looking more and more attractive as well.





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A black and white photograph of a man standing on a sandy beach. He is wearing a short-sleeved polo shirt with horizontal stripes in white and a teal-like color. The shirt has a white collar and a small logo on the left chest. He is looking slightly to his right with a relaxed expression. The background shows the ocean and some beach vegetation under a clear sky. The entire image is framed by a decorative border consisting of blue and white diagonal stripes.

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