

FINERY



EXCLUSIVE FASHION FOR THE MODERN MAN
JULY 2020

THE BUSINESS ISSUE

Goop For Men?

Have they invented a product that could boost male hygiene?

The secret to Japanese Style

Shoes, watches, hats, Sunglasses, and more Tips and tricks

VOGUE IS BACK!

Creating new & innovative jewelry for men

ISSUE PRICE \$6.50

THE ESSENCE OF THE ROCKIES



ASPENS ALL NEW COLOGNE, MOUNTAIN.
AVAILABLE AT MACY'S

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If you want to know which watch strap will match a certain style you have, this story is perfect for you.





Back To Basics: The White T-Shirt

It might have been a simpler time in the 1950s where men were wearing more White T-Shirts underneath their button downs. Now we have a secret on how it is important to get back to that simple and timeless look.

An important enough staple of men's clothing to be included in the Museum of Modern Art's Is Fashion Modern show last year, the ubiquitous white T-shirt is clearly one of those items that should be in everyone's wardrobe. While it can be traced back to medieval T-shaped garments, Cooper Underwear (which we now know as Jockey), originally sold their men's t-shirts much as we know them today only as part of a set, paired with long johns. Hanes produced mens t-shirts in cotton for the U.S. Marine Corps back in 1901. By the 1950s, the t-shirt for men

began to take on a post-WWII sense of rebellion, a reputation solidified when worn by Marlon Brando in *A Streetcar Named Desire*.

Fast forward through celebrities making it part of their uniform from James Dean and Harry Belafonte to Sugar Ray Robinson; today we see pricey, audacious collaborations between Hanes and designer brands like Vetements or Supreme. While some will always and only view tees as layering pieces to protect their dress shirts from perspiration, when worn alone, the white T-shirt becomes iconic. Oddly enough, in its Everyman appeal, it offers a certain idiosyncratic statement: the wearer's demeanor must be confident, as the minimal garment focuses on the individual's style, expression and personality. Of course a blank canvas begs for interpretation and deviation. The classic white cotton knit garment can be found for great prices at Walmart to quite luxurious versions by top designers at Bergdorf Goodman, at prices that vary from the equivalent of a latte to nearly that of a bottle of vintage Veuve Cliquot.

What Makes This Classic Tee So Classic?

Always white. Pure white is most classic, but super-bright optic whites or antiqued pale whites are also acceptable. Think of it as a blank page or canvas. How does it look with your favorite pair of jeans? (Punk-influenced black is a close second...other vibrant colors, or even a navy t-shirt, and you're off on a tangent.) If you want to keep it timeless, steer clear of any graphic t-shirts, printed t-shirts, branded t-shirts, or funny t-shirts. Classic tees are just that — Classic.

Samad Ismayilov Posing in a White Crew Neck T.

Short Sleeves

Long sleeve t-shirts are fine, they just don't have the same sex appeal as the classic tee. Never, ever confuse a t-shirt with tank tops either. A tee shirt says "I don't need to prove I look good" while a tank top says something more like, "Please tell me how good I look." Catch the difference? Show off those guns the good way, like you were Born in the USA... even if you weren't.

Crew Neck

Polo shirts and button-down shirts are their own thing, and while V-necks come and go, crew necks are forever.

Silhouette

Luckily, we have options. In great shape? Grab a fitted tee. Dad bod? Look for a tee with a little more relaxed fit. Fashionisto? Go for today's longer, more oversized silhouettes. Feeling like a baller? You can even get custom t-shirts, if you really felt like it. At the end of the day, your confidence is what makes such a simple staple look so damn good, so wear what makes you feel your best.

Cotton

Ring-spun cotton or regular cotton, Supima and Pima cotton, mercerized cotton and cotton blends — go for the comfort of one of nature's original performance fibers... Or High-Tech Fabrics Spandex, Tencel, modal, silver, and gold, even space age innovations that fight odor are all on the table.



In the photo above we see Chris Limington wearing a classic button down cotton T with a crew neck underneath. You can get the shirt at Brooks Brothers for \$85 today!

Hollywood Appeal

Wearing a classic tee well can make you look A-list with literally the least amount of effort. Take over a parade float and lip sync "Danke Schön," scratch your head and give us your best James Dean, throw on a little bling and try (no really... try) to be as cool as JAY-Z.

What Are The Best Ones Around Now?

The Known Supply Men's Crew Neck T-Shirt. Why We Love It: At first look, it's the ultimate expression of simplicity: a basic white crew neck T-shirt, rendered in luxuriously soft Pima cotton, and made in Peru, the home of the very finest Pima. But then something in the description catches your eye: "Signed by the maker." Like an oil painting or an artisanal whiskey, Known Supply recognizes that true quality comes from people who are trained, skilled,

experienced, and proud of their work. They also recognize that, in today's environment, workers should be treated fairly, and provided with a clean, safe workplace.

The Richer Poorer Crew Pocket Tee. So you know how when you finally find that perfect pair of pants or shoes; that fit great, work for your life, and are great quality at great prices and you end up buying them in every color? Well, let us introduce you to your new T-shirt resource. Richer Poorer make casual shirts with a consistent fit, that breaks across many styles. Start here with a classic white Pocket Tee Shirt. Then add one in Plum (hell, live a little...make it a V-neck). Then, as things cool down a little, grab a Long Sleeve Crew in Heather Gray or a Midweight Tee in Black. By October you'll be grabbing Henley t-shirts in every color. The Uniqlo Supima Cotton Crewneck. While we know Uniqlo for bringing Japanese precision style at a great price to the United States.





How To Choose A Suit To Wear After A Wedding

If you are wanting to keep your suit, buyer beware. We have the details and tips on how to keep the nice and expensive suit.



Guys, let's face it: When it comes to weddings, it's all about her. From the rehearsal dinner to the reception to the exotic honeymoon

locale, we've got little say. And then, of course, there's the dress — perhaps the only thing anyone cares about. After all, even if the salmon is bland, the bridesmaids are drunk and the band plays "Sweet Caroline" a few too many times, everyone will look back and think about that dress. So what's in it for us? In short, not much unless you select your suit wisely and squeeze it for all it's worth. Lucky for you, we know just how to do that.

Choosing Your Wedding Suit: What You Should Know

Purchase Don't Rent

Most men go the rent-a-tux route. And we wouldn't totally blame you for it either, considering that you probably plan on wearing the darn thing for just a few hours. But this isn't your high school prom. So you can scrounge for your scrapbook or take our word for it: rented suits never fit properly and always look cheap. Not to



Above is a suit that can be found at Joseph A. Bank for \$220. The suits in the pictures above are from Perry Ellis and the one on the left can be bought for \$300 and to the right; \$276.

mention the fact that someone else (in fact, many someone else's) wore it on their special day. Break the mold and buy.

Quit The Corporate Culture

You should look like you're getting married, not giving a Power Point presentation. Suiting up in something new rather than a rental or boardroom leftover is a first step, but it's far from the only thing that will keep you out of the office. Go black, three piece, and shell out somewhat more than you may be used to. We guarantee it'll pay off.

Say Something With The Fit

You may be tempted to break out the bells and whistles. This day, after all, is only supposed to come around once. But despite your best

instincts, your energy and hard earned money is better spent on tailoring. An inexpensive but impeccably cut suit will look like a million bucks. The same can't be said for a pricey, ill-fitting one.

Form Follows Fabric

A tailor's nip and tuck can only go so far. Without a fine fabric to lay the foundation, it's tough to construct a winning wedding suit. A slouchy, shapeless blend will leave you looking, well, slouchy and shapeless. A weighty wool, on the other hand, will do just the opposite.

How To Wear Your Wedding Suit Post-Wedding

Funny thing is, with all the fabrics and fits, picking your suit often takes longer than the time you'll actually spend

wearing it. But, as promised, there are a few things you can do to maximize mileage. Here are some ways to make sure the suit you choose can be worn well after your wedding day.

Ditch The Vest

Sure, it's the easiest way to switch up a three piece, and you'll gain a new weekday work suit in the process. We just recommend reserving it for special days when you need to play boss and bust balls. Pair it with a red, purple or light-blue knit tie from Drake's London. The knit will lighten up the mood, but it's really the color that counts. Remember: The suit is already black, and you don't want to look like you're going to a wedding again, or worse, a funeral.

Add The Vest

While your workweek may be saturated with suits, we're willing to bet your weekend is of the jeans and tee variety. Throw on the vest with slim-cut, dark denim (like this indigo resin rinse from J Brand), a solid white V-neck from Uniqlo and sleek black sneakers by Lanvin. Just make sure to keep the vest open and the shirt fitted but not skin tight. Otherwise, you'll come off like you're trying too hard.

Jerry-rig the jacket

Take the jacket and use it as a blazer. Yeah, yeah, we know you've heard this one before. But take note: The jacket should be trim and tailored enough to survive on its own. 

THE SECRET TO FASHIONABLE JAPANESE STYLE

By Giselle Go

DECADES OF FASHION FLUIDITY

have seen Japanese men develop their own cutting-edge sense of style. We talk to some of the guys who are leading the way with their distinctive looks.



PHOTO BY JOHNSON LAMBORGHINI



THE NEW SPERRY

This next generation of loafers is a true beauty. Why? Because it has leather. That's right this leather Sperry loafer comes in a variety of colors, fit for any professional gentleman.



THE BLACK BOOT

I know what your thinking, why would a guy wear an ankle boot, those are for women. Trust me this premium Italian leather boot.



MIDNIGHT ITALIANO

This sleek black boot is not quite black but close enough. Made with dark Italian leather, this boot is truly one of a kind.



TRADITIONAL BROWN

This traditional brown dress shoe is made with top grade German leather and is crafted to be simple yet sleek.



PHOTO BY JOHNSON LAMBORGHINI This is a pair of wing tipped shoes designed by Japanese designer James Hon.

Shoe Shopping 101

“We have the latest news about Shoes! Ill give you a hint. It has to deal with scales! Japanese fashion trends are meant to be extra ordinary.”

- Jim Yang

For Designers and creative professionals, it's no secret that Japan has long been a hotbed of inspiration for men's style. Japanese men's affinity for fashion is well rooted in history, according to Vogue Japan and GQ Japan creative director Gene Krell.

“Historically, men often wore women's clothes as they were a sign of wealth and power. The profound glory of the colors, shapes, and fabrication seemed aristocratic and they drew no distinctions in terms of gender,” he explains.

Poggy Kogi, a buyer for United Arrows & Sons

and sartorial street-style favorite, agrees. “Japanese men have a different perspective for dressing. For example, there would be resistance for many men to wear feminine clothes in other countries.

However, in Japan, men are more free to wear what they want. “From Oda Nobunaga to kabuki actors, where women's roles were played by male actors in the Edo period, there has been an artistic culture for men wearing female clothes,” he says. “Now in big cities, more people are mixing both men's and women's clothes as long as the clothes look good. In that sense, Japanese men are very creative in fashion.” The way fashion information is widely spread in Japan, such as in magazines, has long allowed Japanese men to

experience different styles over the years, that they have perfected on their own.

“For decades, the amount of information in magazines has given Japanese men a lot of time to study, try, and perfect a lot of things, including trends from abroad,” says Philippe Terrien, who runs Tokyo-based PR agency TFC, which takes care of international brands such as Dries Van Noten, Etudes Studio, and Courreges in Japan. Here's a snapshot of a few of our favorite stylish gents in Tokyo.

1. The Vintage Mix-Master

A product of 16 generations of artisans, the

stylist, photographer, and creative director Takashi Kumagai started his career in fashion as a student of ESMOD in Paris. He moved back to Japan to open a “street-casual” store that sold American brands like Nike and Ralph Lauren. Japan has to be more humble and go back to craftsmanship.

Takashi Kumagai Ametora or “American traditional” is a trend that started in 1980s Japan. It began as preppy, classic Ivy League clothing – a mix of fisherman's jumpers, Brooks Brothers jackets, and Levi's 501s – which has since evolved to include hip-hop and California surfer style. It's the latter that Kumagai is known for, and this influence is evident in his select shop in Harajuku, Ciao Panic Country Mall, and his own menswear line, Naissance.

At Naissance, vintage is reworked to create parkas from military khakis, waistcoats from sheepskin jackets, or patchwork pants from old denim and work wear. Terms of trends in fashion, but Japan has to be more humble.

2. The Elegant Maestro

Yoshihito Kinoshita is the head of suit company Sharon, whose shop sits in the heart of Tokyo's fashion district, Aoyama. With a personal wardrobe almost completely furnished by famed tailoring house La Vera Sartoria Napoletana, Kinoshita's personal style is impeccably elegant. "Since I visit La Vera Sartoria Napoletana a lot, I get endless inspiration from their craftsmen," he says. Sharon itself has been established as the go-to for men in Japan looking to have elegantly cut Italian suits and Fedeli cashmere. Why street style is over, in the eyes of one of its original stars, and the menswear trends he's seeing in Hong Kong and Japan Why Japanese men are stylish: "Since Japan is an island, we are in an environment that allows us to create our own unique style."

3. The Discreet Rebel

Shunichi Mugita is the fashion director for design magazine. He started his career at 24. As a writer for Women's Wear Daily almost 30 years ago, and has been attending fashion shows since then. T-shirts, vintage Yohji Yamamoto, denim, and Converse All-Stars are his wardrobe mainstays. "I was writing for the longest time, and attending Milan and Paris shows for the longest time."



PHOTO BY JOHNSON LAMBORGHINI

In this photo, Our Japanese model Xie Janda is wearing a Armani Suit with an Armani briefcase and a Shen Chang watch waiting for his uber!

Travel In *Style*

"A watch and briefcase is what creates the usual business accessories of the modern era, even in Japan!"

- Shen Chang

Still, his "basic" style has a nonconformist streak, seen when he pairs a Prada coat with a tatty Coca-Cola merchandise cap. "I'm sure people think, 'That guy is so stupid with his Coca-Cola hat', but that's why I like it," he says, laughing. Why Japanese men are stylish: "[For] some men, when they wear clothes, it's like looking at a manual. All the right things that you have to do, they do, and for the Japanese, it appears naturally now because they've had many years to learn. Evisu makes grand Hong Kong entrance with temple of denim "I don't own one pair of Levi's. On the contrary, I'm a fan of Japanese brand Evisu. The company has had its ups and downs. Sometimes it's very fashionable, sometimes it's not. I like Evisu when it's at the bottom of the wave – that's when I buy it. "Evisu made a parody of Levi's with the white paint on the back pocket instead of the classic stitching – I love that."

4. The Street Kid

Who: "Often people ask me, 'What is Maison Kitsune? What is the DNA?' It's just our lifestyle, it's what we see and live every day," explains Paris-born Japanese Masaya Kuroki, who co-founded Maison Kitsune together with Gildas Loaec. Kitsune started as a record company in 2002 that eventually branched out into fashion. I can't say 100 per cent of Japanese men are the most stylish, but maybe they're the most curious, the most adventurous. MASAYA KUROKI In 2014, Masaya moved from Paris to Japan, where Maison Kitsune has a shop and an offshoot, Cafe Kitsune, in Aoyama. When it comes to personal style, Kuroki sticks to his staples. "When I'm in LA, I buy three of the same jumper or denim jacket. Vintage denim jackets – it's something I'm crazy about. You can't really explain it. It's all about feeling and how it looks because you don't know what life [the jacket had] before [you bought it], and I just love them so I keep buying them! Why street style is over, in the eyes of one of its original stars, and the menswear trends he's seeing in Hong Kong and Japan

5. The Fashion Plate

Who: Stylist Tomoki Sukezane started his career at the iconic Japanese men's magazine Popeye. Sukezane was urged by another stylist he met in Kyoto, where he was originally, to join the magazine in its early days. "I always wanted to work in fashion and at the time, the only job where you could be dedicated to fashion was to be a stylist, so I became one," he says. Today, Sukezane is known for his tailored dandy-esque style and his curated take on the latest trends – for this, he has garnered his own cult following, which he turns into product collaborations with international brands. Why Japanese men are stylish: "There is a samurai attitude in Japan where everything is internalized and maybe because of that, an environment of [expression through fashion] was created."



THE FAMOUS SHEN CHANG WATCH

The Story Behind The Watch

This watch is truly a special one with a great story. A local craftsman Shen Chang in Tokyo crafted this watch to be used in a variety of places throughout the world. When he crafted this watch he began wearing it in public and got noticed on a elevator ride going up in a Tokyo skyscraper by a famous Italian watch designer Francisco Patrighino. He then saw the potential in this watch and began distributing it worldwide for men everywhere.

The Design

This watch is truly unique and very popular in Japanese culture. It has multiple features like underwater proof that provides a man with a variety of uses for this watch. It is yet a very elegant watch that can be used in business meetings as well to impress anyone. Its sleek and durable design make it a comfortable fit for any man that is on the go.

Where Is Shen Now?

Shen Ching was very fortunate enough to have created the watch for his own personal use but to have it sold world wide and now creating a million dollar industry behind this affordable and elegant watch, there is nothing stopping this designer from becoming one of the best watch designers



GOOP FOR MEN?

THIS NEW SITE

TARGETS THE \$3.7 TRILLION

WELLNESS INDUSTRY

By Rina Raphael
Photos by John Sevigney

Can Hims build a business with content & products—including pills, hair loss treatments, and hygiene offerings—aimed at boosting men's self-esteem?

A FEW YEARS AGO

Entrepreneur Andrew Dudum, 29, was taken aside by his sister at a family dinner. The elder Dudum had issues with her brother's appearance, so she grabbed his credit card and declared, "I'm going to buy you skincare products and you're going to look a lot better," recalls her brother, "and you're not going to be as ashy, you're not going to have pimples, and you won't be as wrinkly." Dudum later saw a \$300 bill on his credit card, which he agrees was "an outrageous price point for a normal guy." All the products he bought during that shopping spree were women's brands.

This intervention later inspired Dudum—who previously co-founded a productivity app called ever.com and San Francisco-based venture fund Atomic—to remedy what he considers a deficiency in the men's wellness space. He recognized that not every dude has "an opinionated sister" (as he affectionately calls her) to help him find good beauty products, and that the Internet is a hodgepodge of unverified reviews. And it wasn't just skincare that he found challenging to navigate—it was also personal hygiene, haircare, sex, and health. Like women, Dudum says, men also care about these topics. Hims founder Andrew Dudum "These are all issues that I and my friends thought about or struggled with at some point in our lives," reflects Dudum. "Inevitably what happens is we Google-search really scary stuff at 3:00 a.m. and the results are either WebMD or snake oil products."

So this month Dudum launched Hims, a wellness brand crafted just for guys. Much like Gwyneth Paltrow's infamous Goop, Dudum's

All of the photos on this spread represent the hygiene products that are offered by Hims. They range from shampoo and conditioners (\$20-35) to shaving products (\$5-24) and everything in between. These products are all supposed to benefit the average male's health and wellness.

newly launched site offers dozens of articles on a multitude of health-related topics, as well as a handful of direct-to-consumer products.

His venture raised \$7MM in a seed round led by Maverick Capital, Forerunner Ventures, Thrive, Harry's, SV Angel, Amity Supply, and Cherubic Ventures. There are, of course, already plenty of stores and resources for men to educate themselves about wellness-related products—be it GNC or Livestrong—but there aren't enough sites that offer the same advice as women's resources, says Dudum. Where, for example, would he discover the best moisturizer for his dry skin? "Most guys who want to take care of themselves have to walk into Sephora," he says in a less-than-enthusiastic tone.

Dudum says Hims takes a holistic approach to men's wellness, starting from one's teens all the way through their senior years. That's why topics on the site range from cholesterol to the early stages of male pattern baldness. "It's meant to grow with you," says Dudum of Hims, adding, "but always in a very authoritative and medically driven way." And with the global wellness industry worth \$3.7 trillion of the market, according to the Global Wellness Institute, Hims wants a piece of this sector.



"There is significant opportunity in the men's personal care category as men are increasingly taking more ownership of their shopping habits as well as their own personal routines," Forerunner Ventures founder Kirsten Green tells Fast Company. "There are men out there looking for solutions across the board to that end, and trying to make their own relationships with brands."

This is what is making Hims extremely popular among the male and female consumers. Not only do women want their men to try this. Most of the male consumers are trying Hims and getting nothing but positive results.

TARGETING ALL MEN

Currently, Hims sells products in two categories: hair loss and sexual health. The balding treatments include finasteride, minoxidil, and DHT shampoos, and their prices run from \$11 to \$28. Hims also sells sildenafil, a medical solution for erectile dysfunction, and sells it for \$2 a pill—which is significantly less expensive than competitors like Viagra, which runs about \$25 per pill. Hims manufactures its own products with FDA-approved active ingredients once patented by and exclusively available to big pharmaceutical companies, at upwards of 80% off what the big guys were selling them for. The brand intends to expand into other health and beauty categories in the coming weeks, all within a reasonable price point, Dudum says.

Affordability is key for Dudum, who says Hims will ideally appeal to men of all

backgrounds and socio-economic status. Even the generic, adjective-less name of his company is intended to create mass appeal, as it is meant to portray a fuss-free, for-all-men philosophy.

"We're going to offer straight talk," Dudum says, "we're not going to make it complicated." Hims ultimately wants to address



“the full spectrum of men’s issues,” says Dudum, who launched Hims e-commerce with a hair loss product because it’s an issue that targets males equally. Roughly two-thirds of men suffer hair loss by age 35, and it can extend well into one’s 40s, 50s, and 60s.

“We really want to be a brand that targets guys of all generations,” reiterates Dudum. Likewise, 40% of men experience some degree of erectile dysfunction by the age of 40, reports the Cleveland Clinic. While ads for Viagra often feature affluent senior citizens strolling the beach in white linen pants, Dudum says that isn’t an accurate picture for all men. Often, he says, “the reality is the guy that is actually suffering is much younger and makes far less money.”



Dudum says these topics are difficult for most men to talk about or are uncomfortable to access. An in-house Hims survey of several hundred men found that only 10% were comfortable talking to a general practitioner about these topics.

Most don’t even have a doctor. “Men suffer in silence,” says Dudum,

who hopes Hims can serve as a safe space of sorts. As such, the site’s articles range from informational (“What to Expect From Erectile Dysfunction Medication”) to supportive (“The Top Reasons Men Go Bald and How to Deal With It”). Other topics, however, do seem straight out of the Gwyneth Paltrow pseudoscience guidebook.

Hims is subject to greater scientific oversight than most men’s lifestyle publications and that Hims’ products and articles are reviewed by a team of

“Living a healthy lifestyle is all About balance and commitment. If you don’t have the drive and passion to Be the healthiest you can be then you wont be.”

-GOOP CEO LANCE EVERTON

The photo to the right is demonstrating how Hims products can really create a simple and healthy lifestyle. Both men are using Goop salt scrub shampoo on sale now for \$42!

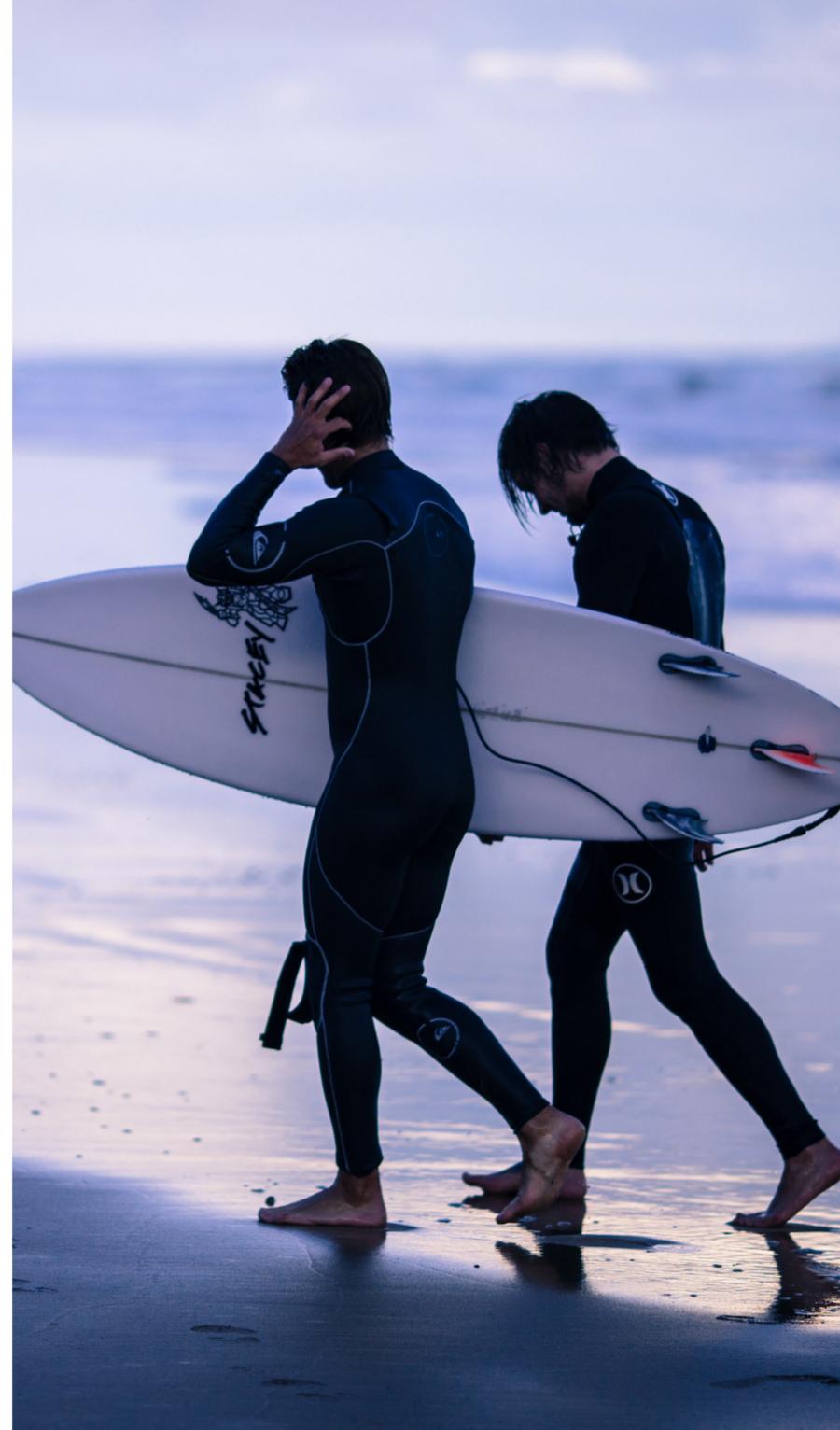
The photos to the left also represent men that are currently using Hims product The Organic Cordyceps dietary supplement powder that is blended in their smoothies, that is also on sale for \$53!

physicians who serve as consultants. They include Justin Ko, MD, MBA, medical director and service chief of medical dermatology for Stanford Health Care; and Peter J. Stahl, MD, director of male reproductive and sexual medicine at New York Presbyterian Hospital and assistant professor of urology at the Columbia University College of Physicians and Surgeons.

“While lifestyle content is great, I think what we’ve seen is men really value doctors’ opinions,” says Dudum, noting that with many of the blogs out there, it’s often “really hard to know what is fact from fiction.”

PRETTY IN PINK

For all Dudum’s desire to make Hims simple and give it broad appeal, the site’s millennial pink-tinged design undoubtedly veers more towards elite, urban, hipster tastes. A quick scan shows perfectly groomed, diverse men smirking, with a dab of moisturizer marked on their face, or blankly staring ahead as a woman washes their hair. The brand’s precious photography looks more like an Allure spread, or as one of my Fast Company colleagues called it, “Glossier for the boys.” Dudum explains that design-wise, he really wanted to differentiate Hims from other male-centered brands, such as Axe. From his experience, he saw men’s companies lumped into one of two categories: upscale gentleman (“everything is forest green and dark blue with mahogany, with men sitting on leather couches smoking cigars”) or raunchy Frat boy (“X-rated humor).



Appealing to the lowest common denominator”). Instead, Dudum endeavored to create an elegant site and classy products that the consumer wouldn’t feel intimidated by—or attempt to hide when a romantic companion slept over. “I really believe that there’s an opportunity to build beautiful products that men actually appreciate and also speak to them in a way that I think most guys want to be spoken to, which is just directly, not a lot of bullshit, with a little bit of wit and humor,” says Dudum. That humor is exemplified with the product’s messaging, which often borders on the intersection of informational and cutesy. The promo for the sildenafil, for example, reads “treat ED, ’cause you should get erections when you want them, not when it’s convenient.”



YOUR EYES

WILL FEEL IT TOO

PROFOUND STYLE

SPIUKS ALL NEW AVIATOR STYLE SUNGLASS'S LINE WILL MAKE YOU FEEL SOMETHING NEW



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