

BOSS MODELS

CAPE TOWN

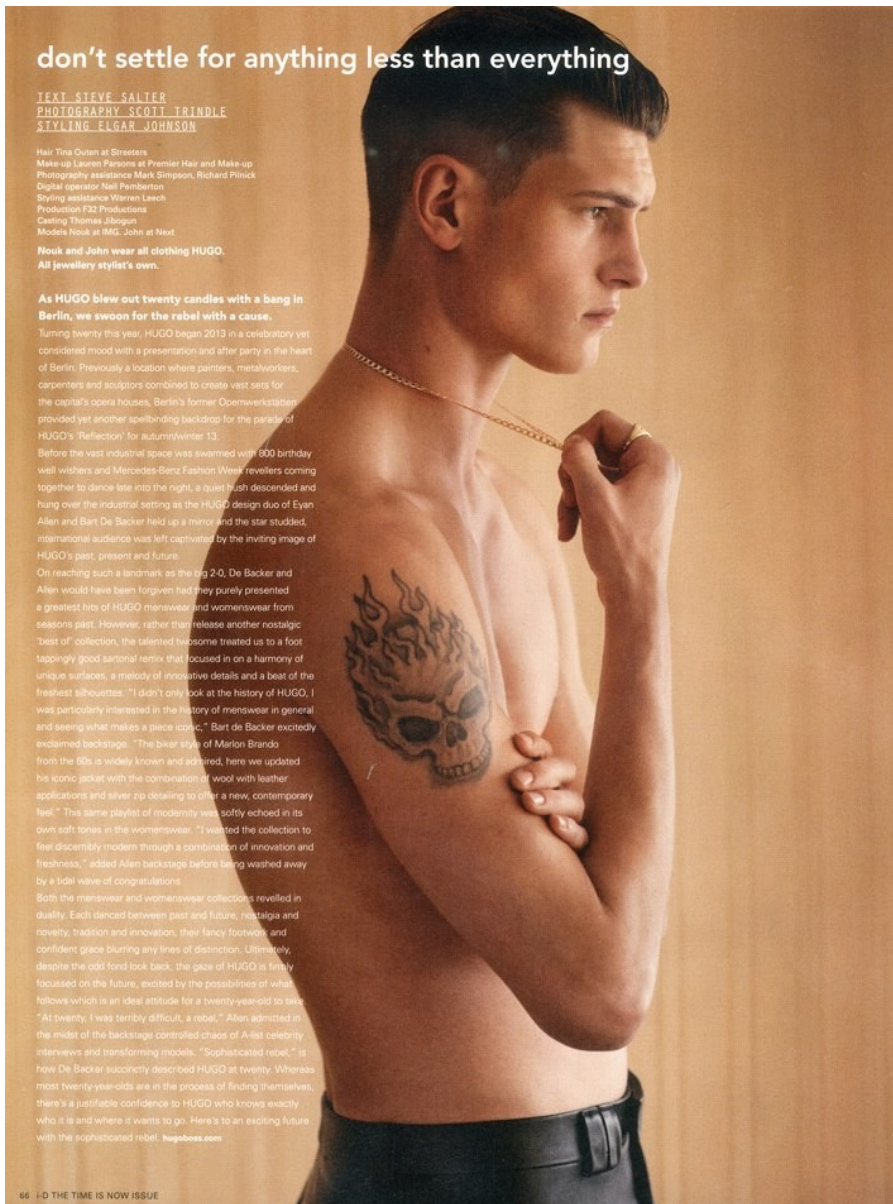


JOHN TODD

Height: 195cm Chest: 99cm Waist: 79cm Suit: 40 L Shoe: 10.5 UK Hair: Brown Eyes: Blue

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don't settle for anything less than everything

TEXT STEVE SALTER
PHOTOGRAPHY SCOTT TRINDLE
STYLING ELGAR JOHNSON

Hair: Tina Oulien at Streets
Make-up: Lauren Parsons at Premier Hair and Make-up
Photography assistance: Mark Simpson, Richard Pihick
Digital operator: Neil Pemberton
Styling assistance: Warren Leach
Production: F32 Productions
Casting: Thomas J. Roggen
Models book at: IMG, John at Next

Neuk and John wear all clothing HUGO.
All jewellery stylist's own.

As HUGO blew out twenty candles with a bang in Berlin, we swoon for the rebel with a cause.

Turning twenty this year, HUGO began 2013 in a celebratory yet considered mood with a presentation and after party in the heart of Berlin. Previously a location where painters, metalworkers, carpenters and sculptors combined to create vast sets for the capital's opera houses, Berlin's former Opernwerkstätten provided yet another spellbinding backdrop for the parade of HUGO's 'Reflection' for autumn/winter 13. Before the vast industrial space was swarmed with 900 birthday well wishers and Mercedes-Benz Fashion Week revelers coming together to dance late into the night, a quiet hush descended and hung over the industrial setting as the HUGO design duo of Eryn Allen and Bart De Backer held up a mirror and the star studied, international audience was left captivated by the inviting image of HUGO's past, present and future.

On reaching such a landmark as the big 2-0, De Backer and Allen would have been forgiven had they purely presented a greatest hits of HUGO menswear and womenswear from seasons past. However, rather than release another nostalgic 'best of' collection, the talented helmsmen treated us to a foot tappingly good sartorial remix that focused in on a harmony of unique surfaces, a melody of innovative details and a beat of the freshest silhouettes. "I don't only look at the history of HUGO, I was particularly interested in the history of menswear in general and seeing what makes a piece iconic," Bart de Backer excitedly exclaimed backstage. "The biker style of Marlon Brando from the 50s is widely known and admired, here we updated his iconic jacket with the combination of wool with leather applications and silver zip detailing to offer a new, contemporary feel." This same playlist of modernity was softly echoed in its own soft tones in the womenswear. "I wanted the collection to feel disarmingly modern through a combination of innovation and freshness," added Allen backstage before being washed away by a tidal wave of congratulations.

Both the menswear and womenswear collections revelled in duality. Each danced between past and future, nostalgia and novelty, tradition and innovation, their fancy footwork and confident grace blurring any lines of distinction. Ultimately, despite the odd fond look back, the gaze of HUGO is firmly focused on the future, excited by the possibilities of what follows which is an ideal attitude for a twenty-year-old to be. "At twenty, I was terribly difficult, a rebel," Allen admitted in the midst of the backstage controlled chaos of A-list celebrity interviews and transforming models. "Sophisticated rebel," is how De Backer succinctly described HUGO at twenty. Whereas most twenty-year-olds are in the process of finding themselves, there's a justifiable confidence to HUGO who knows exactly who it is and where it wants to go. Here's to an exciting future with the sophisticated rebel. hugoboss.com

66 | D THE TIME IS NOW ISSUE



BURBERRY PRORSUM
MANTEL 2.500 EURO
HOSE 800 EURO
TANKTOP 250 EURO
SCHAL 525 EURO
BROGUES 525 EURO
STRÜMPFE FALKE, 30 EURO



BOTTEGA VENETA
SAKKO 1.800 EURO
HEMD 650 EURO
MÜTZE 350 EURO

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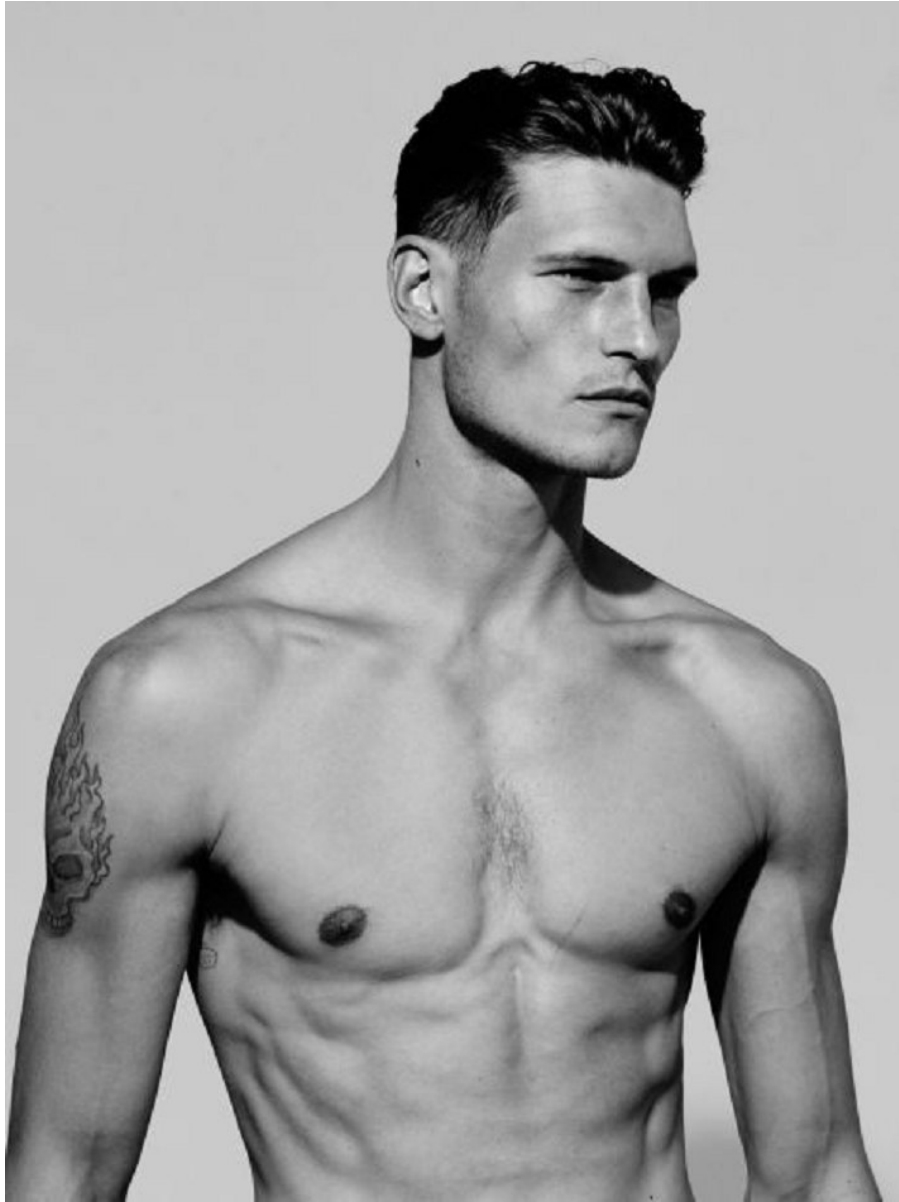
GQ GERMANY

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左圖：黑色羊毛羔絨大衣，DOLCE & GABBANA。雙面棉質帆布短褲，PUBLIC SCHOOL。黑色棉質內褲，EMPORIO ARMANI。精製運動短褲，NIKE。即席棉布短襪，TIFFANY & CO. 18K 黃金手鐲，LAZARO。右圖：灰色洗牛皮大衣，DIOR HOMME。

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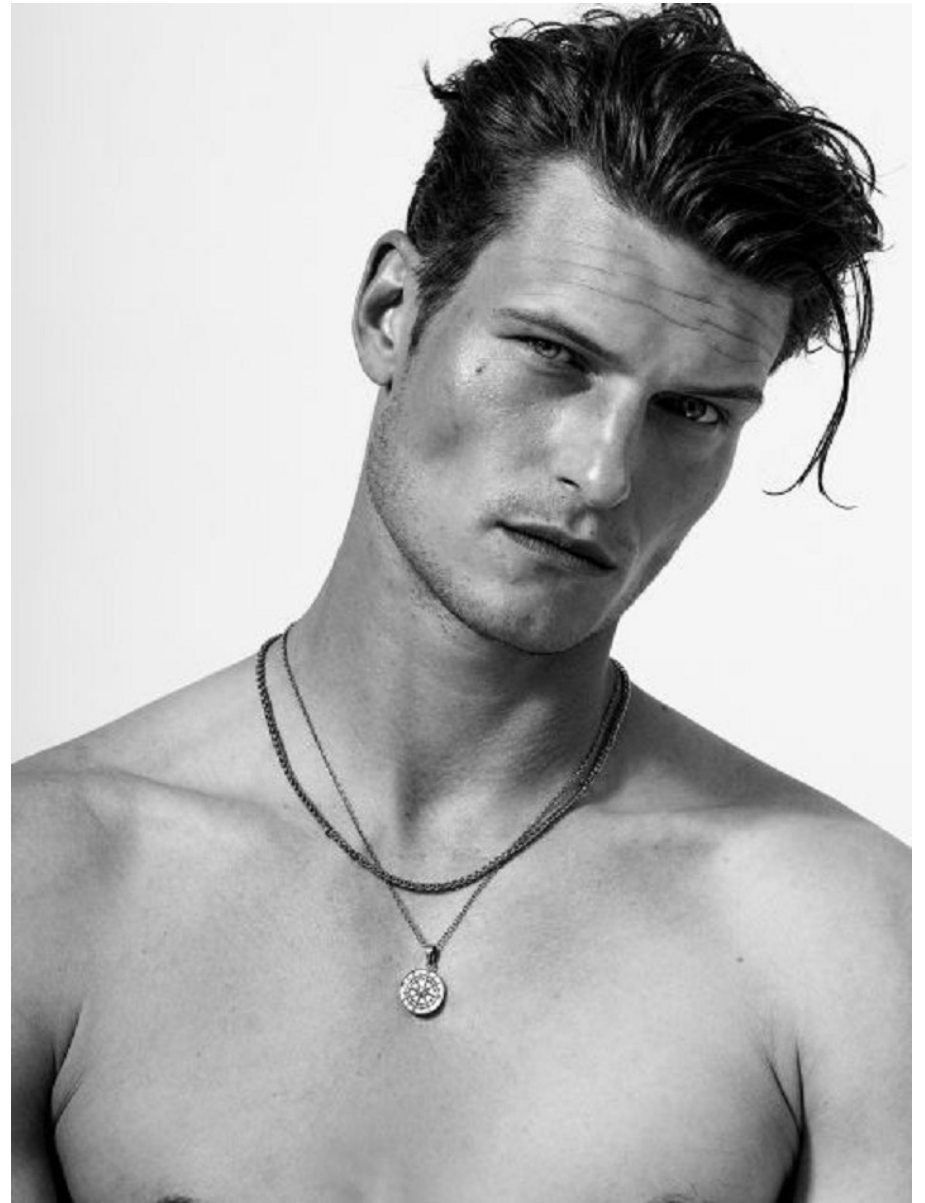


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BLUE DENIM

Known for their iconic denim, Calvin Klein offers an endless selection of essentials for everyday wear. John wears denim jacket and jeans Calvin Klein Jeans.



BACK TO BASICS

Distressed denim adds character to everyday style. John wears jeans Diesel, shirt tied around waist Von Hundred and vintage backpack Jansport.

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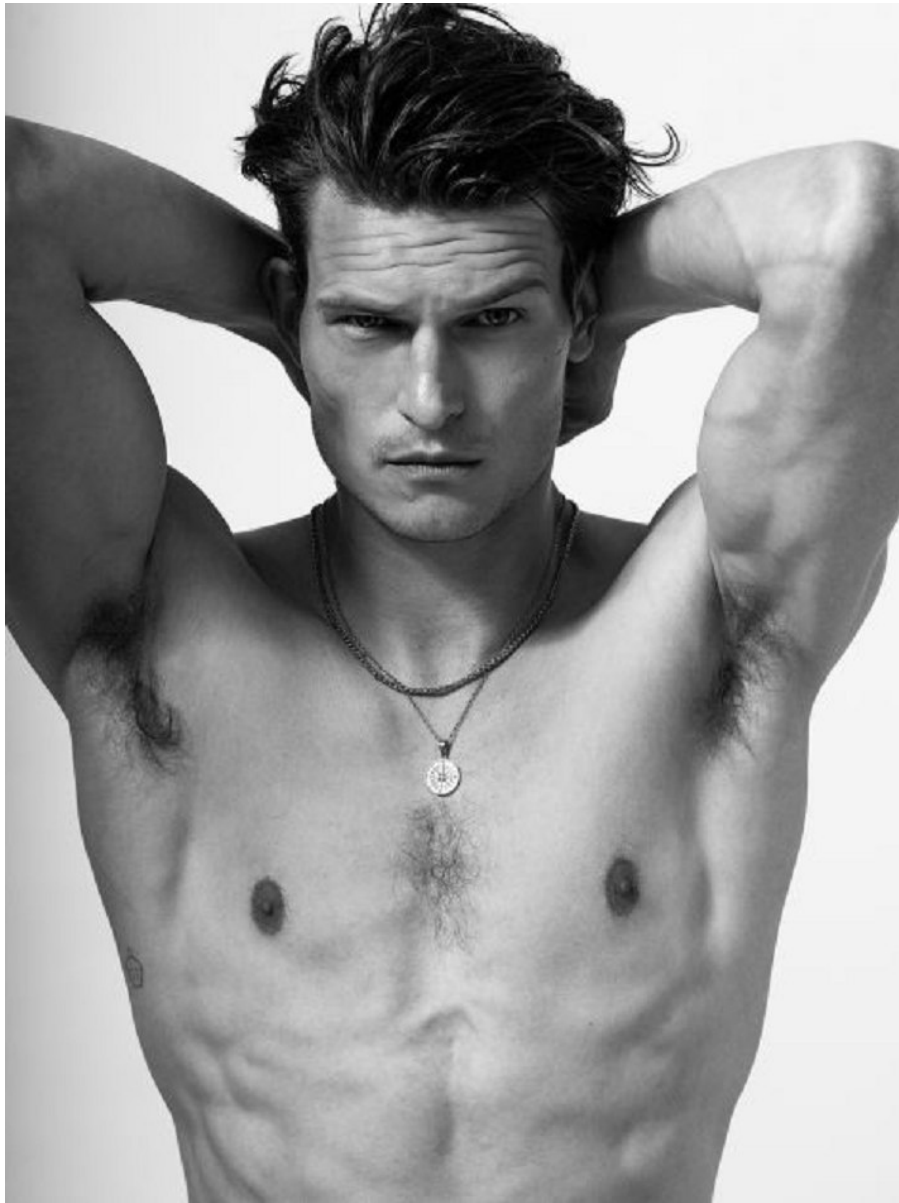


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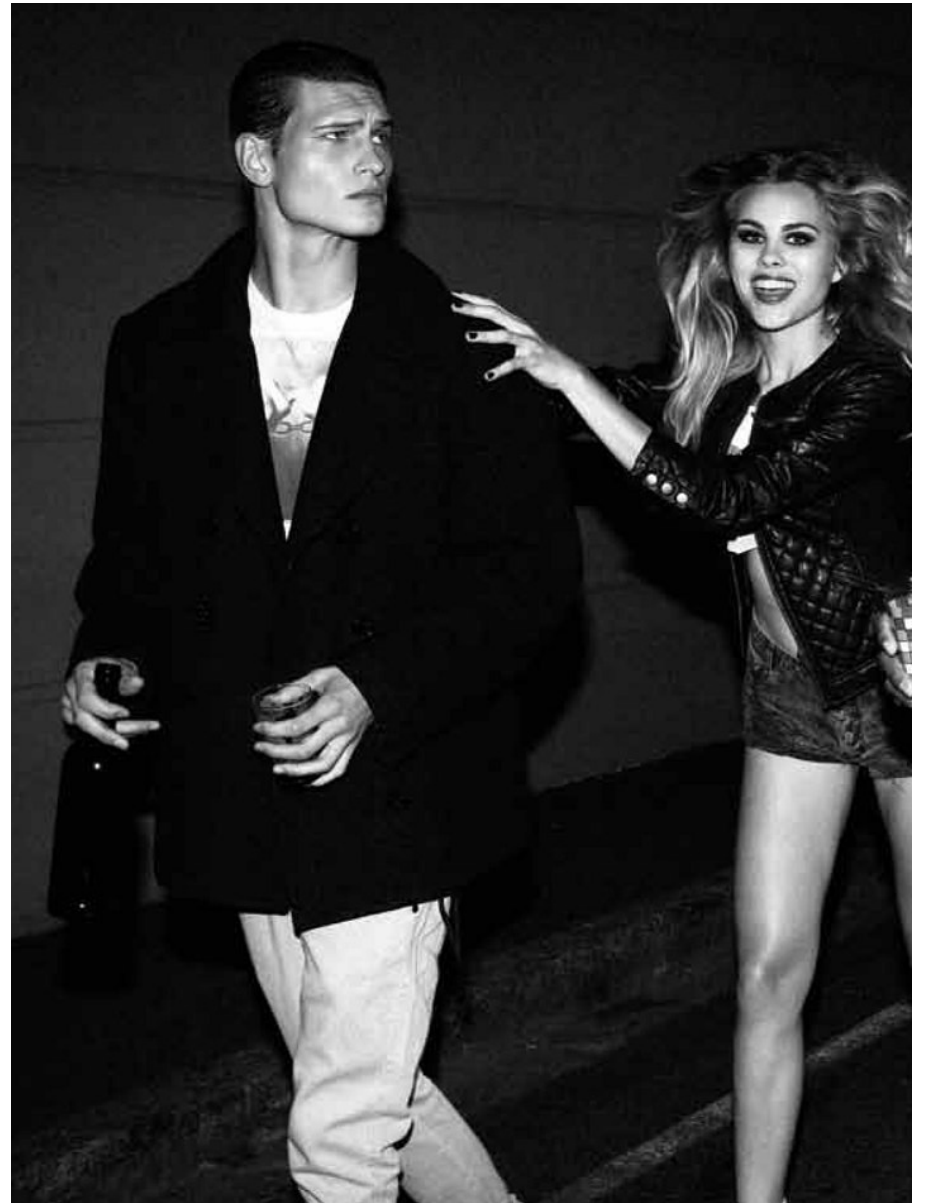
Sunglasses,
£195, Tom Ford
at stylebop.com

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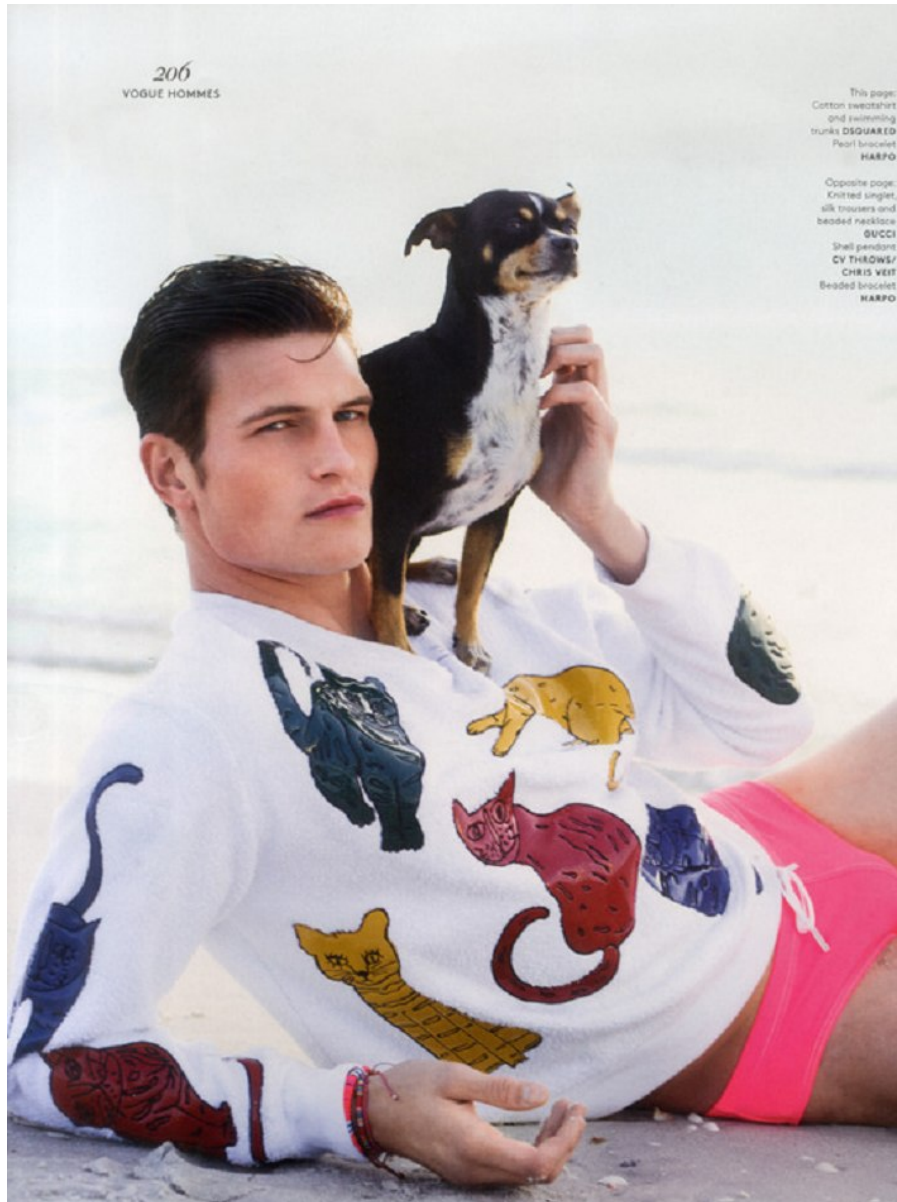


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