

SUS ALKS

one of the biggest
is of my life!" So
d Kanye West—a
rose life is full of
nents—when he
at the Louis Vuitton
show in Paris this
nuary. It was a bold
ent, but understand-
e show marked the
f the sneakers West
d in collaboration
: favorite brand, and
nch in Louis Vuitton
his June. The kicks
striking colors (the
sk red version, below,
ed on the LV runway)
distinguishing de-
conspicuous, quilted
r the heel, which was
by the wardrobe in
Dune and offers
"place to tuck your
to. To West's credit,
ouette is a relatively
one. For a guy who's
erested in design
e fourth grade, and
s recently rumored
eking a designer
tip, the shoes rep-
in auspicious foray
world of fashion.
you can be sure he
quick to leave.

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SMOOTH OPERATORS

"When you grow up in Orange County, your sense of style is influenced by surf culture," says local retail maven Billy Stade. "But I always expected more innovation from the bigger labels

and surf shops." That's why Stade, who already runs southern California's The Closet boutiques, started his own line, The Smooth Company. Stade's partner, surf industry alum Groovy

Singh, attributes TSC's fast success to its reasonable price point and ingenuity in the market. "The idea behind The Smooth Company was to create a brand for the sophisticated surfer," he says. From retro, striped jersey tanks to slick nylon jackets, the line's modern take on traditional surfwear provides an easy transition from the beach to the street. "We're constantly traveling, whether it's New York, Mammoth, Costa Rica, or the Basque country," says Stade. "That's our lifestyle, and The Smooth Company was created to outfit that." CHRISTINA MANNATT thesmoothcompany.com



off the cuff

In 17th-century London, dapper gents replaced ribbons with buttons to hold their shirt cuffs together: hence, the cufflink. History duly noted, designers Alexander Olch (Alexander Olch New York) and Waris Ahluwalia (House of Waris) harkened only as far back as the 1800s, to New York's Hudson River Valley, in collaborating on a collection of these accessories—Alexander Olch for House of Waris. It's then and there that itinerant inventor Samuel F.B. Morse

created Morse Code, the dots, dashes, dits, and dahs which now inform Olch and Ahluwalia's designs—should you need to signal for trouble with your shirtsleeves. It wasn't tough to track down these men-about-town in their foppish threads—Olch has been sporting bowties since his elementary days at the Upper West Side's all-boys Collegiate School, and Ahluwalia haunts Beatrice Inn dressed in a flecked tweed suit and turban. SG

HOW DID YOU GUYS MEET?
OLCH: On the streets of New York. Not the rough streets, just Nolita.

WHY CUFFLINKS?
AHLUWALIA: We're men. We wear cufflinks.

HOW DID YOU TRANSLATE MORSE CODE TO CUFFLINKS?
AO: We picked Morse code that was relevant to our

time: SOS (do we need to explain?), WTF (Whiskey Tango Foxtrot, or "what the fuck"), and CF (Charlie Foxtrot, or "completely fucked").

WHAT INSPIRED THE EAGLE AND BETSY'S STAR CUFFLINKS?

WA: America. God bless. The star makes me think of Betsy working away on the flag. Gets me all teary eyed.

WHO WOULD YOU LOVE TO SEE WEARING THEM?

WA: Cheney, McCain, Rush Limbaugh.
AO: Snoop Dog.

IS ANOTHER COLLABORATION IN THE WORKS?

WA: Whoa. One at a time, please.
olch.com and houseofwaris.com