

**SUMMER  
2014**

**(capsule)**

**N9**



# #THATNEWNOW

## WELCOME TO THE SS15 SEASON!

Here at Capsule HQ on West 14th street in Manhattan, we're thrilled at how menswear has emerged for SS15. There's tons of newness and fresh ideas to be found at Capsule this season and we're excited about the evolution of the progressive market.

What's new now is that the global progressive contemporary menswear market has come into its own.

Since we launched back in 2007, we've seen the rise of #menswear, streetwear, normcore, cozy boys, dandies, workwear, and heritage all impact the way men dress. This season, without gimmicks or taglines, menswear offers an unprecedented level of sophistication, quality and timelessness and the consumer is responding with resounding approval.

Over the past few years we've trained a new generation of young men to appreciate great tailoring, high quality materials, and an emphasis on craftsmanship and integrity in their approach to getting dressed. Our market is growing, and independent fashion labels can now sustain a global business without sacrificing integrity.

Capsule's incredible community of fashion designers, innovative retailers, and journalists have led the industry in a new direction and the evolution is captivating. Capsule designers are creating the postmodern classics that will be coveted for generations.

Together, we're revolutionizing the industry and setting the stage for a new golden era for men's fashion. Here's to a great season!

## — THE CAPSULE TEAM

# KALEN HOLLOWOM: THE INTERVIEW

## BY MINYA QUIRK Confession – I was about to leave Instagram behind like Facebook, what with the endless selfies, humblebrags, sunsets and sneakers.

Do I need to see one hundred different angles of Yeezus on stage at Barclays? Is it normal to drift off to sleep looking at images of other people's late night snacks? The visual hum of images, from bad to beautiful, the rabbit holes of leaping from profile to profile was sucking away my precious time and making an addict of me. Enough. But then, a ray of light came slicing through the timeline chatter. What's this? Who is this 80's goddess in chambray overalls and a shelf hairdo, African tote in hand boarding a grimy subway car? How has an unsuspecting man been wrapped in this season's Celine blouse? What is this short video of two people necking, a cut and spliced image moving just slightly, with Gregory Isaacs' "Night Nurse" playing in the background? It's the work of Kalen Hollomon (@kalen\_hollomon), an artist so compelling that suddenly

the interwebs feel brand new. New York City-based Hollomon posts daily doses of his singular vision in the form of collaged works, often showcasing his original technique of superimposing cutouts from ads and vintage magazines into real life snapshots taken with his iPhone, interspersed with his elegant studio work and multilayered abstract painting.

Now dubbed "the collage king" by enthusiastic and admiring commenters on Instagram and beyond, Hollomon grew up in Colorado, a skater, always an artist. He headed west after high school and gypsied through the West Coast and art schools, spending lots of time in San Francisco and eventually settled in LA for a decade-long stint in a self described "really long and drawn out coming of age story." He has art directed television shows and has worked as a prop stylist in film and television, but recently halted all entertainment industry "day jobs" to focus exclusively on his art.

After an Instagram project commissioned by Vogue for the A/W 14 show season went viral – Hollomon exhibited his forced perspective prowess, utilizing runway images and archival imagery from the fashion bible remixed into his every day surroundings – his daily posts have yielded an endless stream of comments and tags. His more than 12k Instagram followers are comprised of a creative community of fellow artists, art directors, models and fashion folk who can't get enough of Hollomon's visual commentary on object,

desire, commodity, sex and so much more. If you're not following him yet, do so immediately.

Hollomon created some beautiful pieces for Capsule's S/S 15 season and for that occasion I conducted this interview over a few sessions of whiskey-fueled day drinking and via text message, because you know...we're so future.



**MQ: You lived in LA for ten years before moving to NY.**  
KH: Yeah. I needed to move to NY. LA wasn't working for me. My girlfriend moved before me. My job ended in LA and the stars aligned for me to make the move.

**What were you doing in LA?**  
My last job was as a story producer for Rob Dyrdek's Ridiculousness. It sucked.



### Is he cool, Rob Dyrdek?

Yeah. I thought he's cool, I'm cool. I'll pitch him some shit and we might hit it off and then I'll be on Fantasy Factory. Me and Dyrdek, we're gonna be best friends (laughs). No, I didn't really think that. But it was nothing like that at all. Rob Dyrdek doesn't even know that I exist.

### What kind of art were you making pre-NY?

When I was in LA, I was doing larger stuff, larger oil paintings and sculptures. When I moved here I started to do more photography and collage and brainstorming really hard on how I could create extremely large-scale pieces that were cheap and easy to work with. I wanted to use yarn to create massive spaces in public.

### Did you say yarn? Like crochet bombing?

My roommate worked at a yarn place so she had closets full of yarn. I wanted to use a little bit of yarn to create lines. I didn't want to...

### Come on, the yarn bombers are cute.

That's not what I'm talking about. I was never going to weave a fence. I was trying to create and change spaces from building to building just using a couple of lines. I like doing the minimal amount of...brush-stroke, I guess. The minimal amount of altering. You can create so much with one line. One idea or one thing. One line on a...

### Horizon?

Yes.

### How did the Instagram thing happen?

**Are you a longtime user? Did you have an account you cleared out to make room for what you're doing now?**  
I had an account a long time ago and no one I really knew was on it. I posted a drawing of a hermaphrodite. Like, a crude sketch of a hermaphrodite.

### What is your thing with hermaphrodites? Or not just hermaphrodites...

It's the best of every world. It's the sexiest thing. Somebody that's confident, but has a physical thing that has to be hidden, or maybe some people feel like it has to be hidden from society, or that it's taboo. To take something like that and really own it. It's the sexiest thing in the world.

### So it was a drawing.

Yeah, that and another drawing of a penis and balls but the head was lips and it said "Lesbian Kiss." Just like, stupid stuff. The kind of thing you'd draw in a dream journal.

### A dream journal, really?

Just like, whatever. I posted three dumb pictures and I kind of forgot about Instagram. A friend a few months later was telling me how much he loved it, 'It's the best thing

in the world!' and I had to get on it.

So I got on again but I never took it seriously in terms of art or getting work or anything that I actually stood behind. Even taking the time and making something just for Instagram, it seemed so self-indulgent and kind of bullshit. So I was posting silly sketches. And then I started combining fashion with collage and drawing and then I got kicked off for too many dicks.

### What do you do then? You just open a different account with a new email address?

Not this time. For some people it's easy it takes two seconds. When I got kicked off my phone was never allowed on Instagram ever again, like, I got a new Apple id, refreshed and it was totally blocked.

### You were the dirty hermaphrodite-hawking blocked penis weirdo.

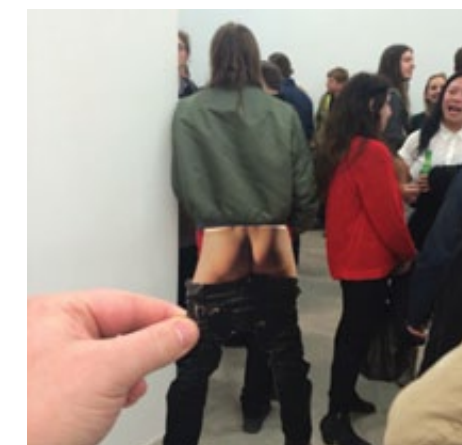
I had a little momentum then too, when I got kicked off. I didn't get back on for months. But I was sort of seeing the momentum and I thought it was really fun and a great way to reach people. It's nice to get that feedback and put stuff out there.

### You said an hour ago you had dreams of being off the grid and this is basically the antithesis of that, so...

I'm not sure that's true. It's sort of what I like to call the art of invisibility. Creating a diversion. Where the shadow meets the light. Whatever, that's bullshit.

### Ok, so that brings up a couple of recurrent themes in your art. Shadows. Secrets.

**What else...romance? Spontaneity?**  
Romance. Period.



### What's romantic to you?

I feel like what's really romantic is breaking out of the everyday routine. Any kind of surprise. Something different. Doing it in a fabulous and sexy, unexpected way.

### Fabulous like fashion fabulous?

Exactly. (laughing)

### No, I like how you use words like fabulous and amazing in a very earnest way. I have to try to do that more. It's so positive.

AMAZING! That started as a joke and then it became real. It's kind of amazing.

### How did you start this iPhone photography collage work?

I took a cut out of the bottom half of a man, lying down naked. And I put it on a friend at the park, a girl. And then I was also drawing things on business cards and taking pictures. It was just that I didn't have content or materials really, to make whatever I wanted at home. So I should just use whatever's out in the world to make a collage, an image. That was three years ago. Pre-Instagram.



## "Even taking the time and making something just for Instagram, it seemed so self-indulgent and kind of bullshit."

### So now you just walk around with little people cut out in your bag?

I carry cut outs with me, I always have a couple, or a razorblade. I go outside and I look for the right opportunity. It usually comes into my life, the right person...I try to find a way to make the image interact with the person or the background, rather than just place it.

### Which of the guerilla style KH Instagram posts is your favorite?

There's one where I put a Celine shirt on a guy on the train. I like the woman holding the baby. There's one of my friend Jade looking over her shoulder all sexy with a hairy man's butt. That one was staged and I thought it was good. The ones with handbags. But people love the butts.

### They're kind of mean, the butt ones.

Poor, unsuspecting people. Yeah I hope they don't feel that way. Everyone's got a butt.

### What kinds of images resonate with you, when you're approaching collage and selecting elements to use.

I'm really visual. I'm looking for a connection. Something that speaks to me. Like when you make eye contact with someone and you get this connection. That goes back to the romance of it. I like older stuff and mixing it with new stuff. Contradictions. Something bizarre with something more normal. Something sexual against a really sanitized image.

### Do you have a little scissor with you right now?

I have a razor blade.

### What kind of clothes do you like? You have a thing for fashion.

I love clothes. I like any kind of design; furniture, clothing.

### You have skate roots.

That's the most embarrassing thing ever. Especially when I was coming up. Like, humongous pants.

### JNCOs?

Yeah. It was just ugly. Just fucking ugly. Ever since I was really young I've always been the most attracted to when someone wore something and it looked like they were supposed to wear it. It was never about what it is, but the way you wear it and your confidence. Like, "he's supposed to be wearing that T-shirt."

### That's a style thing. That is style versus fashion.

If you have style you can wear anything. That's what I've always strived for. I saw this guy on the subway the other day who had these bright blue oversized Carhartt jeans on, with the pockets. Basically I like "do rags and Timbs. That's what I strive for, but it's kind of feminine when I do it. ★

## KALEN'S FAVORITE INSTAGRAM FEEDS:

Daniel Arnold  
instagram.com/arnold\_daniel  
@arnold\_daniel

James Ferrell  
instagram.com/she\_skin  
@she\_skin

Yuki James  
instagram.com/yukijames  
@yukijames

Mae Elvis Kaufman  
instagram.com/maeelvis  
@maeelvis

Doug Rickard  
instagram.com/dougrickard  
@dougrickard

# TRAVEL: GET OUT OF TOWN

Make the most of summer trade show travel! Capsule's hotel partner, Tablet Hotels, recommends great summer getaways from New York, Berlin and Paris.

What draws us to the big city in the first place is the bright lights, the constant activity, and the buzz of urban living. And yet, there comes a time when all one wants is a bit of peace and quiet — that, and the sort of hotel that induces fantasies of leaving the city indefinitely...



## FROM NY TOP CHOICE: GRAHAM & CO.

If the Catskills have become cool again (they have), it's not so much for some infusion of Hamptons-style glamour as it is for the rustic vintage charm of places like the Graham & Co hotel. Located in a tiny mountain hamlet that pretty much defines the word "quaint," the former motor lodge has been converted into something like a short-stay summer camp for grown-ups. The look is decidedly DIY, with bare bulbs hanging from their wires, rough-hewn wooden furniture and vintage Tivoli radios in every room, but it's clear that the various elements have been assembled by someone with a keen eye for aesthetics. Activities skew low-key: lounging by the pool, sitting around a bonfire under the stars, watching an outdoor movie on the

lawn. With rooms starting around \$150 a night, the price departs from the city norm, as well. The two-and-a-half-hour drive is slightly on the long side, but what would a classic weekend road trip be without a little time behind the wheel?

**FOR A QUICK TRIP:**  
Castle Hotel & Spa, an imposing hilltop hotel set on a park-like estate in the Hudson Valley, is just thirty minutes north of Manhattan.



## FROM BERLIN TOP CHOICE: MEERSINN

While some of the big beach destinations in Southern Europe are as much about the scene as the scenery, the beach towns up north on the Baltic operate at another pace entirely. Case in point: the meerSinn, a casually stylish hotel on the island of Rügen. The approach here is holistic, with a spa that ventures beyond massages into the realm of preventative medicine, a restaurant that sources all its ingredients from within a hundred miles, and a quiet stretch of beach liberally supplied with loungers. It's a good two and a half hours by train from Berlin, but the trip only gets more scenic as you go along.

**FOR A QUICK TRIP:**  
There's no need to leave the city limits in order to see some green. Located in the Tiergarten district, with grounds that spill into the Berlin zoo and the vast Tiergarten park next door, the Annette Axthelm and Patricia Urquiola-designed Stue hotel feels plenty far from the noise and the crowds.



## FROM PARIS TOP CHOICE: LE ROYAL CHAMPAGNE

For a romantic escape to the French countryside, surely you could do a lot worse than a place called Le Royal Champagne. Don't be fooled by the rustic façade. Located an hour and a half from Paris, the twenty-five room hotel in the heart of the Champagne region is an unabashedly opulent 19th-century fantasy. If it all starts to feel a bit much, expansive vineyard views from every guest room serve as a balm to the eye. And about those vineyards: you can go touring and tasting your way through them — or just take a meal at the hotel's Michelin-starred restaurant and let the Champagne come to you.

**FOR A QUICK TRIP:**  
Le Étangs de Corot was once a hideaway (and a subject) for French Impressionist painters, and it remains unspoiled despite being just twenty minutes from Paris.

## HOW TO UPDATE CLASSIC CLOTHING

SIMON CROMPTON  
EDITOR, PERMANENT STYLE



In recent years there has been a marked increase in the number of collections incorporating elements of classic menswear. Tailoring has been on the rise for a decade, but more recently we've also seen more classic suiting materials, such as tweed and drill cotton, and more designers incorporating elements of old-fashioned craft, such as hand-sewn leather goods.

Great! Enthusiasts of sartorial style, such as myself, welcome a fresh perspective on our treasured suitings and shirtings. Tailors are not the greatest designers, and cloth collections get very old very quickly.

But designers need to know their limits. Let's look at the suit jacket as an example. The classic rule for the length for a jacket is that it should be half the height of the suit, from collar to cuffs. Alternatively (particularly if you're wearing the suit) it should finish halfway down the thumb, or allowing you to curl your fingers underneath the hem. Whatever the parameter, the aim is to cover a man's derriere at the back, and create a pleasing balance at the front.

Jackets began to get shorter a decade ago, when tailoring's star started to rise. Thom Browne pushed them irresponsibly on. Today, some jackets are closer to being a blouson, and barely reach to a man's hips, let alone his thighs. This is unflattering.

There's nothing necessarily wrong with changing the proportions of a jacket. But it is worth designers taking the time to understand why classic tailoring has evolved as it has. There are always reasons, and they are usually good reasons. The important thing is to understand and digest them, before moving on. Know the rules in order to break them, as we say.

There are plenty of other guidelines: lapels that sit halfway between neck and shoulder; trouser legs that are half the length of a shoe. And they're not always related to tailoring. Shoes are more elegant when the waist (the middle of the shoe) is cut away as much as possible; it lends a delicacy to the foot. Ties are best proportioned when the knot is a mirror of the blade beneath it.

Such traditions are begging for young designers to learn, appropriate and play with them. And along the way they can add a touch of freshness to areas that are less rule-bound, like cloth and accessories. Explore the richness of tweed and come up with some beautiful weave combinations; look at the surface contrast of classic men's clothing (suits, shirts) and accessories (ties, handkerchiefs) — the former are always matte, the latter shiny.

There's so much to play with, together.

## NEW YORK HOTSPOTS

Recommended by  
Jon Caramanica,  
Pop Music Critic  
& Style Columnist  
New York Times

### EAT

**Al Di La**  
248 5th Ave  
(Brooklyn)  
*Northern Italian  
cuisine direct from  
Park Slope*

**Alder**  
157 Second Ave  
(Manhattan)  
*Wylie Dufresne's  
East Village  
outpost*

**Biang**  
41-10 Main Street  
(Queens)  
*Authentic Chinese  
cuisine in the heart  
of Flushing*

**Giuseppina's**  
691 6th Ave  
(Brooklyn)  
*Pies and calzones;  
that's all you get  
and all you need*

**The Redhead**  
349 E 13th Street  
(Manhattan)  
*Southern-inspired  
comfort food with  
a twist*

### MUSIC

**Output**  
74 Wythe Ave  
(Brooklyn)  
*The best sound  
system that side  
of the East River*

**Saint Vitus**  
1120 Manhattan Ave  
(Brooklyn)  
*Greenpoint's  
intimate rock club*

**The Apollo Theater**  
253 W 125th Street  
(Manhattan)  
*Everyone from  
Jimi to Mariah has  
graced this  
legendary stage*

**Beacon Theater**  
2124 Broadway  
(Manhattan)  
*One of uptown's  
most enduring  
venues*

**Hill Country BBQ**  
30 West 26th Street  
(Manhattan)  
*Come for the  
ribs; stay for the  
honky tonk*

## BERLIN HOTSPOTS

Recommended by  
Ricarda Messner,  
Editor in Chief,  
Flaneur magazine

### EAT

**Edd's**  
Lützowstraße 81,  
Schöneberg  
*If you want to eat Thai  
food, go here. You'll  
be happy.*

**1900 Cafe Bistro**  
Knesebeckstraße 76,  
Charlottenburg  
*My favorite spot for  
brunch, lunch or  
afternoon tea time  
in combination with  
the greatest cake.*

**KaDeWe**  
Food floor,  
Tauentzienstraße 21-  
24, Charlottenburg  
*The 6th floor of THE  
department store  
on the famous  
Kurfürstendamm.*

### DRINK

**Victoria Bar**  
Potsdamerstraße 102,  
10785 Schöneberg  
*One of those typical  
odd Berlin places that  
have been around for  
a while.*

### SHOP

**Garage**  
Ahornstraße 2,  
Schöneberg  
*Great thrift store  
with a huge selection  
of vintage wear.*

**Bücherbogen**  
Savignyplatz  
Stadtbahnbogen 593,  
Charlottenburg  
*A wonderful variety  
in arts, architecture,  
photography, movie,  
and design.*

**Paper & Tea**  
Bleibtreustraße 4,  
Charlottenburg  
*Im trying to slow down  
my coffee consump-  
tion. Paper & Tea is  
a great alternative.*

### TOUR

**Hop on the 100  
bus line.**  
*It takes you to the  
classic sightseeing  
spots in the center  
but without being on  
a proper tour bus.*

## PARIS HOTSPOTS

Recommended by  
our insider Yoan  
Prat, Co-Founder of  
OFIVE.TV

### EAT

**Beef Club**  
58 Rue Jean-Jacques  
Rousseau, 75001  
*For the quality of the  
beef pieces (Picanha)*

**KFC**  
1 Boulevard  
de Strasbourg, 75010  
*A classic one with my  
team to watch soccer  
or NBA games*

**Waly Fay**  
6 Rue Godefroy  
Cavaignac, 75011  
*The best maffé in town*

**L'equateur**  
151 rue St-Maur, 75011  
*The best "braisé"  
chicken in Paris*

**Lao Siam**  
49 rue de Belleville,  
75019  
*For their starters and  
all their saté plates*

### DRINK

**Barbershop**  
68 avenue de la  
République, 75011  
*Good cocktails, good  
music, good spirit,  
good crowd*

**21 Sound Bar**  
20 Rue de la Forge  
Royale, 75011  
*Dance Hall, Ragga,  
Hip-hop, rum and  
Ginger Beer*

### SHOP

**Pigalle**  
7 rue Henry Monnier,  
75009  
*For the genuine.*

**Size?**  
16-18 rue Berger,  
75001  
*Finally landed in  
town, and it's good  
for Paris.*

**Uniqlo**  
17 rue Scribe, 75009  
*For basic pieces like  
shirts and most of  
all for the white tees  
at 4€.*

**Nike Le Marais**  
12 rue des  
Hospitalières  
St-Gervais, 75004  
*Because it's the  
Swoosh*

## FIVE CAMPING ESSENTIALS FOR CAPSULE NEW YORK

For those of you coming to Capsule straight from the trail this summer (you know who you are), don't drop off your pack before heading to the show. Some of that camping gear will come in handy while in New York.

Jeff Thrope  
(www.coldsplinters.com)  
explains...

### TENT

Did you know there are camping spots at Gateway National Recreation Area in Queens? Try skipping the fancy Manhattan hotel and head out to the former runway this time around. You can pitch your tent, wake up a stones throw from Rockaway and do a little surfing before you have to start writing orders.

### COMPASS

Even after living in New York for ten years, I still have no clue how to get to Basketball City. You'll need this as soon as you step off the F train.

### CAMPING STOVE

Yes, the salads and sandwiches at the show are delicious, but sometimes you just want a homemade taco in the middle of a men's fashion trade show. Stop off at the bodega en route and pick up some tortillas and beans.

### FLEECE

No matter how hot it is outside, it's still freezing inside the show. Fleece is cool again, people. Believe me.

### CAMPING CUP

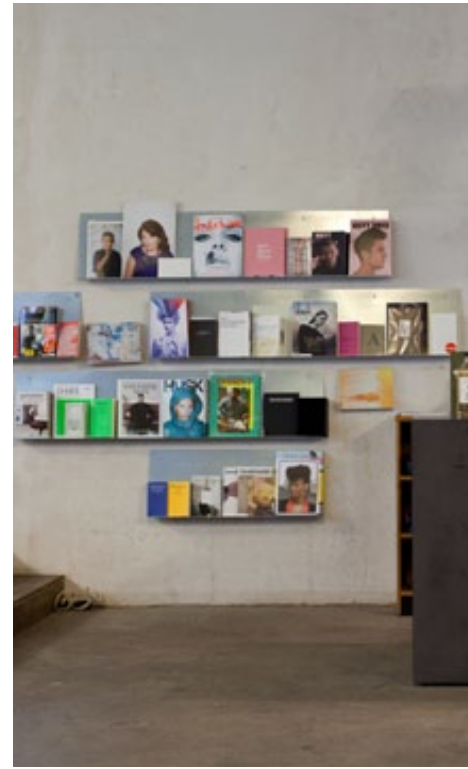
We're all extremely thankful for the moment we see a fellow attendee holding a bottle of beer. Cocktail hour at Capsule might be the best hour of the show. But for those of us who have a hard time dealing with the influx of writers, buyers and designers crammed into a small booth asking 100 simultaneous questions, at least we can hide our whiskey behind the thick dark walls of blue enamel.

Pickup camping essentials and more at Above Tree Line.

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TRAVEL BETTER.

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# BUYER'S GUIDE



**TIM STURMHEIT**  
Oki-Ni, London

**HERBERT HOFFMAN**  
Voo Berlin

**MARCEL LAISSANCE**  
Merci & Marcel Laissance, Paris

How would you characterize the state of men's retail right now?

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How would you characterize the state of men's retail right now?

I think things are looking a lot more positive than they were 12 months ago. People have realized what they need to try to do something individual, rather than just chasing the trends. Brands and stores both have to work that bit harder to get through the difficult few seasons that we've been having, but I think it's generally paying off.

Men's fashion business and retail is definitely becoming stronger every season- the lifestyle and high fashion segment is experiencing a boom. I realize this also by the number of new brands coming up. Designers and creative collectives are very courageous these days with starting their own fashion brands and for a lot of them it seems to work out!

Very good and promising. The new generation of young men who are now working and financially independent are very eager to dress and make statements that are different from the previous ones. These changes create a dynamic atmosphere with the introduction of new labels and new proposals, which are very profitable for business. They also make the previous generations change as well.

Who or what is making an impact on men's fashion right now?

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Who or what is making an impact on men's fashion right now?  
Please explain.

Celebrities, and in particular hip hop artists, are still having a huge effect on menswear. The example of Pigalle and Hood by Air (amongst many others) demonstrate the effect that the right celebrity endorsement can have. They are both great brands with interesting product and the endorsement is really positive for them, but their challenge is how they deal with the initial interest and continue that success in the longer term. Celebrities have always had an effect on menswear but not to the extent we are seeing currently.

Sport is having a great impact on fashion still! The athletic reference in sportswear can be seen in almost all collections we carry - Fabrics like neoprene, mesh, nylon are very common materials since a view seasons and became even classics. You'll find sneakers, sportswear shapes and fabrics wherever you look - including e.g. Gucci, Givenchy (Riccardo Tisci x Nike) or Chanel.

A new generation of customers are changing the rules as they have a more free and playful attitude with dressing. The dress code in society is not as strict as it used to be socially speaking where you had to have some kind of uniform in order to be accepted in the group you were supposed to belong too. Today if you work at leading businesses like Google, Nike, or Facebook, for example, the dress code is very free. You can express yourself through dressing in a much more personal way and that is well accepted as a proof of individuality and character. That also influences the attitude of other more traditional jobs.

## SHOPPING GUIDE

Make time for retail recon while you're visiting NY, Paris and Berlin. Don't miss these forward thinking favorites.

### NEW YORK

Carson Street Clothiers  
63 Crosby Street

Dover Street Market  
160 Lexington Ave

Opening Ceremony  
35 Howard Street

Pilgrim  
68 N. 3rd Street Brooklyn

Story  
144 10th Avenue

VFILES  
12 Mercer Street

### PARIS

Coincidence  
11 rue Chapon 75003

Colette  
213 Rue Saint Honoré 75001

Merci  
111 Boulevard Beau-marchais, 75003

Marcel Laissance  
17 rue du Vieux Colombier 75006

OAK Paris  
29 Place du Marche Saint-Honore, 75001

Pigalle  
7 rue Henry Monnier 75009

The Broken Arm  
12 rue Perrée 75003

### BERLIN

Apartment  
8 Memhardstraße

Darklands Berlin,  
Heidestrasse 46 - 52  
Building 7

Firmament  
40 Liniestraße

Happy Shop  
Torstraße 67

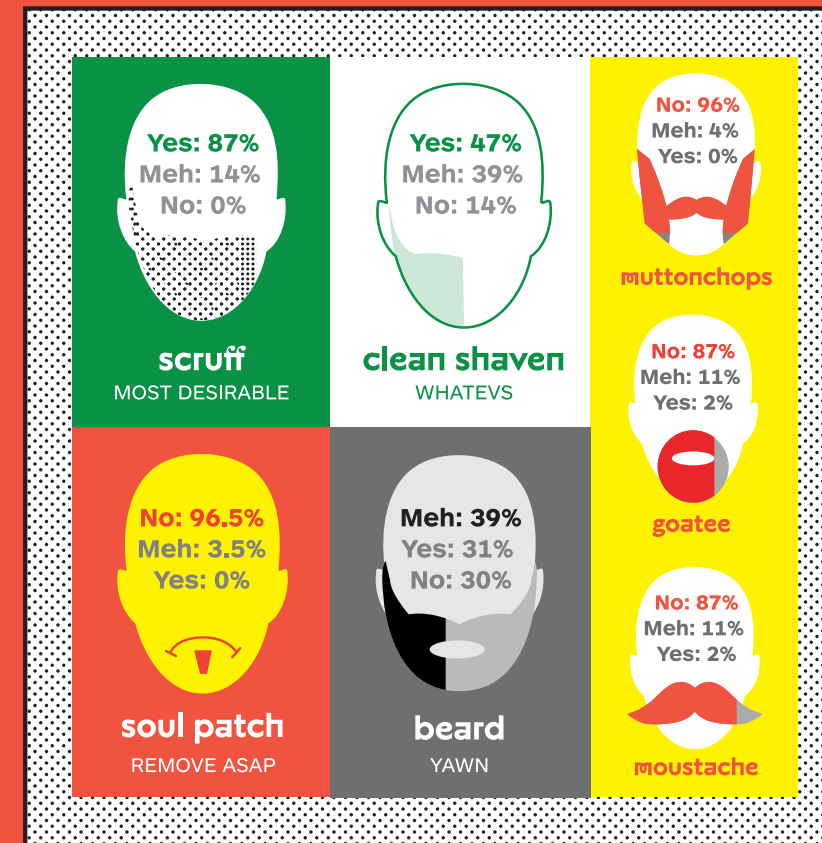
Soto  
Torstraße 72

Voo Berlin  
Oranienstraße 24

# TO SHAVE OR NOT TO SHAVE

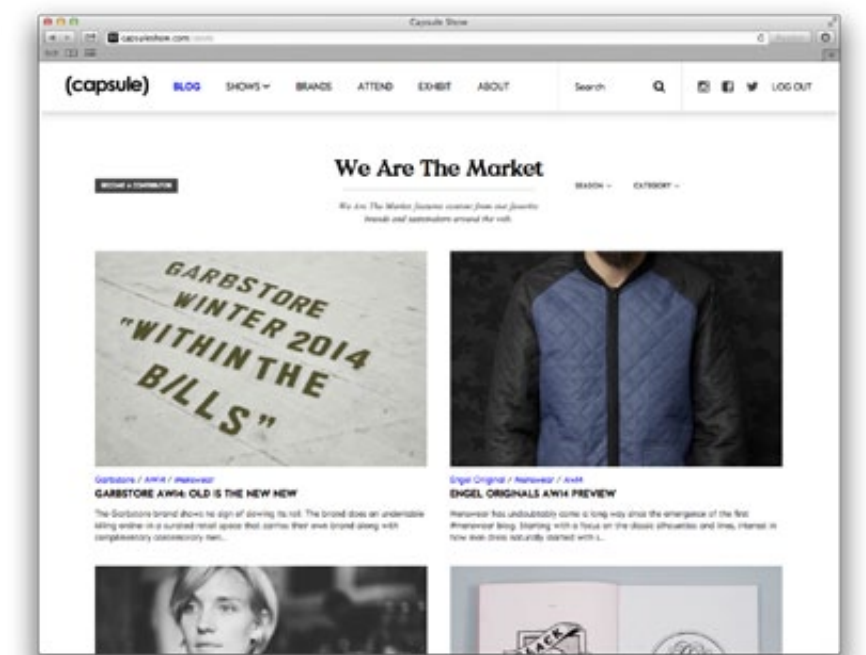
BY STEVE DOOL

While many members of the greater Capsule community are happy to switch up their attire for the latest and greatest each season, convincing a man to change his facial hair is another matter entirely. But we here at Capsule believe that fortune favors the bold, and there's no time like the present to start to grow out something new. To help aid in the process, we polled women across the country to ask what they liked most in men's grooming. Guys with a soul patch, take note: better start lathering up now.



**bpmw\*\*\***

Public Relations, Creative Services, Content Creation, Digital Marketing, Brand Consulting, Representation. bpmw-agency.com



## THE NEW WE ARE THE MARKET

We started We Are the Market as an industry blog way back before #menswear was a thing, before the explosion of fashion as we know it existed online. Yes, it was 2006. Practically a lifetime ago in Internet Years. Now, we've redesigned the site, and we'd love to invite you to present your news, stories and products to the world via our new content network.

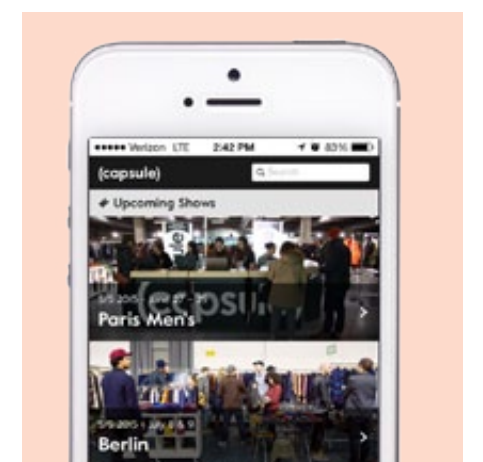
We Are the Market 2.0 is all about news - ours, and yours. We've created a platform where every designer in our community as well as our favorite retailers and industry insiders can post their own content on the We Are The Market portal. From just-hit-the-shelf products in store to collaborations, to personal projects or a behind the scenes report from the latest lookbook shoot; We Are The Market rounds it all up and presents it to the world under one banner.

Visit We Are the Market regularly to keep up with all the happenings in the Capsule community. And check out our updated Global Shopping Guide and Showroom Listings.

To become a contributor and start sharing your news with our friends, email us at:

info@wearethemarket.com  
www.wearethemarket.com

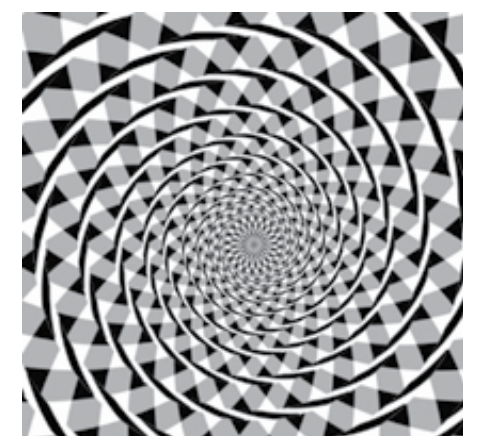
## CAPSULE APP



Download the Capsule Show app from the App Store and get everything you need to know about Capsule right on your smart phone. From brand lists by show and designer profiles, to travel information, dates, locations and more.

It's the perfect tool for planning your visit to Capsule.

## FOLLOW US



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@capsuleshow  
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BPMW  
80 8th Ave #202  
New York, NY 10011

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**Paris Men's June 27-29**

Cité de la Mode  
34 Quai d'Austerlitz, 75013

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**Berlin July 8-9**

Postbahnhof  
Straße der Pariser Kommune 8, 10243

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**New York Men's July 21-22**

Basketball City  
299 South St (at Montgomery St), 10002

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**Las Vegas August 18-20**

The Venetian Ballroom  
3355 S Las Vegas Blvd, 89109

**New York Women's Sept 12-14**

Basketball City  
299 South St (at Montgomery St), 10002

**Paris Women's Sept 26-28**

Tapis Rouge  
67 rue du Faubourg Saint-Martin, 75010

Register to attend at  
[capsuleshow.com](http://capsuleshow.com)



Artwork by Kalen Hollomon