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GQ 100

(MODERN TAILORING)

Lugo

"There's something wonderfully sexy, youthful, and natural about the way Italians dress up," says John Meadow (*pictured, near left*), who recently imported a building block of that style to New York in the form of the Italian dress shirt. The ones he and Walid Abuhaidar sell at Lugo are crafted from fabrics handpicked by the duo in Milan and then shipped to a small factory on the outskirts of Perugia. There, a fellow named Vasco cuts them to high-collared, slim-fitting perfection. "If you're a banker, you can wear one to your Friday meeting," Meadow says. "And you can untuck it at the bar because we cut it shorter, for the American prep."

246 Mott Street, New York, NY; 212-334-3335;
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A vertical advertisement for GQ magazine. It features a close-up of a woman's face (Adriana Lima) with long brown hair. The text reads: "SUBSCRIBE NOW & GET A FREE POSTER OF SEXY SUPERMODEL ADRIANA LIMA". Below this is a red banner with the text "* LIMITED QUANTITIES". At the bottom, it says "GET IT NOW" with the GQ logo.