



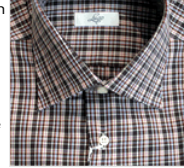
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## Lugo

246 Mott St, between Prince and Houston; 212.334.3335

As any emerald-eyed bum will tell you, focusing on one specific area of excellence is tantamount to success. For a clothier that's focused exclusively on your upper half, try the just-opened Lugo.

Lugo's a boutique purveying its own line of Italian-made ties and button-downs, inspired by *sprezzatura* -- the Italian art of seeming not to care about one's appearance (see: "moped hair"). The ties, dark-hued and slim, come in silk and cashmere, while the shirts are Euro-trim with flat backs, wide cuffs, and French collars double-buttoned in the pattern of a headless snowman. Lugo also stocks accessories, chiefly *fleur-de-lis* and shield cufflinks and watches (Rolex, Pirelli, etc), the latter sold at 30% below typical retail prices -- though 300,000% above typical Seiko prices.



Soon, Lugo will offer monogramming for their shirts, stitched in the Italian style under the left ribcage -- a nod to stylistic pedigree that will lead the eye down, to the pantsless rest of you.

*Mention Thrillist at Lugo and get 10% off any tie*

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