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## Amp Up Your Style

### Try On Shipley & Halmos

The Trovata castaways launch their new line



Jeff Halmos (left) and Sam Shipley in clothes of their own design.

#### → The backstory:

Jeff Halmos and Sam Shipley, formerly of beloved California-based label Trovata, move to New York to start their own venture, Shipley & Halmos.

#### The look:

Laid-back but not disheveled. "Our clothes are comfortable and soft without being washed-out or overly distressed," says Halmos. "The suits are versatile—you can wear them day or night, but if you're like us, then 'night' usually ends in the morning."

#### The highlights:

A deep-cut crewneck T-shirt that might make you abandon your V-necks; slender suits; impeccable dress shirts; jeans; cardigans; ties; and bow ties.—WILL WELCH

Left: Jacket, \$407, Pants, \$221, Shirt, \$163, Tie, \$87, Right: Cardigan, \$327, Shirt, \$163, Jeans, \$163. All (including hers) at Barneys New York; Drewlewis, Atlanta; Odin, N.Y.C.

### Industrial-Strength Cologne

How a young hard-core chemist concocted Europe's coolest new fragrance

→ So what do you do for fun if you're an industrial chemist in south-central France, manufacturing heavy inorganic chemicals for companies like Airbus? Naturally, in your spare time you create a perfume house.

Except Pierre Guillaume never went to any of the European perfumery

schools (yes, such places do exist) that the guys at Chanel attend. He just started messing around in the lab "with some very basic raw materials," then began building fragrances. Today he's got twenty-five, all sold under his Parfumerie Generale label, in bottles he designed himself.

He's carved out a high-end niche market on the Continent, and his scents will soon be more widely available in the States.

Guillaume treats his perfumes with a process he developed for aerospace chemistry called *photo-affinage*, a method of bombarding the raw materials—

patchouli, rose, vetiver—with UV light. "You 'break' the perfume," he says, "then fix it with alcohol in the broken state, giving it a vibrating effect." The result is rich, powerful juices of musk and chocolate and leather, unlike what you'll find anywhere else. Airbus, meet Chanel. —CHANDLER BURR



www.parfumerie-generale.com | \$85



### Dig the New

#### Sid Mashburn

www.sidmashburn.com

Sid Mashburn, owner of Atlanta's finest new clothier, cleverly set up shop in the city's newly hip West Midtown, opposite one of its best restaurants, Bacchanalia. His store, which looks like a minimalist hunting lodge, features handpicked stuff like Brunello Cucinelli cashmere, A.P.C. jeans, and handsewn Quoddy moccasins—as well as Mashburn's own line of bespoke shirts and suits. "But we don't do any pleats," he says. "Somebody told me, 'Atlanta's the capital of pleats.' I said, 'Exactly. Those guys don't need any more.'" *For this and the 99 other best men's stores in America, go to GQ.com and click on the 'GQ 100.'*—KATHERINE KINGSLEY