

FEEL THE BEAT

Beat Poet designers James St. Johnson and Ed von Bertouch—both born with their aristocratic monikers—cite not the raucous howlings of Allen Ginsberg, but the films of Luc Besson, futurist opera, and Germanic military operations as inspiration. “[The name] sounded so energetic in its tension, symmetry, and simplicity,” says St. Johnson. “It was the blank slate we needed.” The menswear they have since created is decidedly minimalist: diamond-eye pullovers, utilitarian trench coats, and T-shirts with ominous mushroom cloud graphics; accessories include scarves, bow ties, and cyanide-vial necklaces. “There’s a tension between structure and softness. It’s what the brand is all about.” TROY PATTERSON beatpoet.net

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beat poet photographed by bradford.gregory. grooming: anna.bernabe for davines. model: clinton at dna. coat, cardigan, and shirt by beat. post. still lifes by bon.duke. nike illustration by aisha.youssaf.



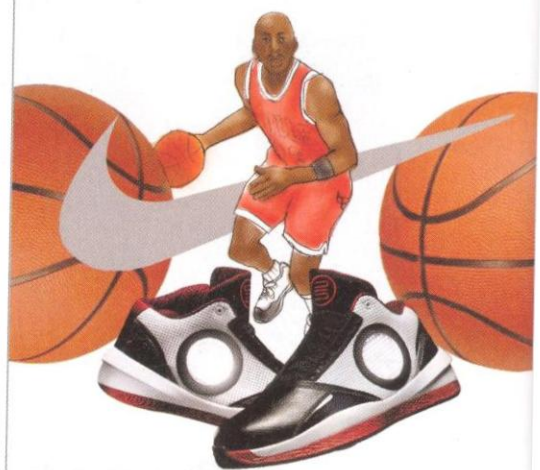
BACK TO CALI

It's no secret that classic Americana—from blue-collar workwear to blue-blood sportswear—has been riding a wave of popularity. The most recent bid to tap into this style zeitgeist comes from K-Swiss, the West Coast company founded by immigrants from Switzerland with a big American dream. The brand exploded after debuting the Classic, the world's first all-leather sneaker, on the upper-crust courts of Wimbledon in 1966. But K-Swiss' kicks have always evoked a California cool, first captured in the Classic's precursor, the Vintage California canvas shoe. Now reissued, both low-top and high-top incarnations of the style feature the brand's iconic five stripes and comes in a series of colors—a mossy green, hazy blue, and dusty ebony—that recall the Pacific at different times of the day. JFkswiss.com



high tee

Bambú started out most righteously in 1764 as a manufacturer of Bible paper. But somewhere along the line, the Spanish business—its iconic logo bearing the image of a dandy bedecked in a bow tie, green sports coat, and straw Panama hat—decided there was more money in tobacco than there was in the Messiah. So it began making rolling paper. Today, many are familiar with the brand as being the wacky-tobacky wrapper of choice; stoner heroes Cheech & Chong even paid obeisance to the company by naming their second album *Big Bambú*. For those who'd like to follow in their illustrious footsteps, Bambú has released a line of T-shirts based on its ads of yore. And more discriminating herbalists can rest easy: Said ads are predominantly art nouveau. There's no tie-dye here. NGbambu.com



AIR SUPPLY

Larry Bird and Magic Johnson revived the popularity of the NBA in the early '80s, but it was Michael Jordan who redefined sports marketing forever. His first Nike signature shoe sold out in 1985 not only because he was the game's hottest player at the time, but because the sneaker was among the first to feature air cushioning (he played predominantly above the rim, after all); the NBA

even banned it for violating its uniform policy. Cut to 2010: In honor of its 25th anniversary, Nike's Jordan Brand has dropped the Air Jordan 2010. And while All-Star Dwayne Wade may be promoting the new kicks on the court, the red-and-black colorway and radical circular cutout that echo the originals—and that logo—make this shoe a must for ballers and sneakerheads alike. PWjumpman23.com