



DARKEST BEFORE DAWN

THIS ORANGE COUNTY CULINARY SENSATION
TOOK A GAMBLE FOR THE SAKE OF HIS SON

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AMERICAN

AMERICAN AIRLINES + AMERICAN EAGLE

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WAY

Who's *This* Guy?

As the heir to
the Spider-Man legacy,
ANDREW GARFIELD
is about to
become a name
you know

STRETCHING THE DOLLAR

Living only on stuff
bought at the \$.99 store
ain't worth it



Spend some time in

MANAUS, BRAZIL

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TWICE MONTHLY



ITINERARY

{ STYLE }

Into Africa

African-inspired fashion

is all the rage these days, as evidenced by the number of high-end designers creating clothing with hints of exoticism for the 2012 spring/summer season, ➔

{ STYLE }

Tailor-Made

A year after a lackluster Men's Wearhouse experience while searching for an affordable interview suit, Singapore-born student Heikal Gani and his University of Victoria (British Columbia, Canada) classmate Kyle Vucko hatched an idea for an inexpensive, high-quality e-haberdashery called **INDOCHINO** that would sell everything from knit ties to three-piece tuxedos. By manufacturing in Shanghai and selling online — and cutting out various layers of middlemen — Gani, 28, and Vucko, 26, kept prices low while allowing clients to tailor each suit (sourced from the same Chinese and Italian mills that supply Hugo Boss, Ralph Lauren and

Armani) with four different lapel cuts, a rainbow of Bemberg linings, functional buttonholes, pick stitching and monogramming of up to 40 letters at no extra cost. Five years into the game, they've already garnered a nod as one of *Bloomberg Businessweek's* top startups, with more than 40,000 customers in 60-plus countries. They've also secured backing from heavyweight investors like ex-Yahoo prez Jeffrey Mallet and NBA MVP Steve Nash, who's currently planning to design his second collection for Indochino. "We also just launched a linen collection," says Vucko, noting that hands-on sartorialists can "get a better vibe for the brand" during the company's U.S. pop-up-shop tour hitting various cities throughout 2012. *Suits, \$379 to \$600; vests, pants and shirts, \$99 to \$159; blazers and coats, \$279 to \$299; accessories, \$49 to \$79. www.indochino.com* —MICHAEL SLENSKE



NEW YORK



including Michael Kors, who described his collection as "safari-chic," and Burberry, which featured earth-toned

geometric patterns and woven-effect clutches in its collection. But these clichéd fashions don't reflect the realities of Africa today, says Adiat Disu, the 25-year-old Nigerian-American creator of New York's **AFRICA FASHION WEEK**, which takes place July 12-18 in Manhattan's Financial District. Now in its third year, the event was created by Disu (who produces AFW through her New York-based PR firm, Adirée) to show people that there's more to the continent's fashion than just "oversized prints and big head wraps" and to reinvent African fashion.

The 35-plus designers featured in this year's Africa Fashion Week will draw from their experiences with culture, language and travel in order to interpret and express what it's like to be a modern-day Senegalese, Ghanaian or Nigerian person living in the world. For them, African fashion is not just a trend, it is embedded, says Disu, "sewn into the fiber of the designers' clothes." —RUTHIE KOTT



SHOP WE LOVE

N3L Optics

It's as important

to protect your eyes from UV damage as it is to protect your skin, yet less than two-thirds of the people surveyed by N3L Optics wear eye protection consistently while outdoors. This is something the eyewear company, a joint venture from Oakley and Luxottica, aims to change. With more than 900 frames from high-style performance brands like Prada, Ray-Ban, Persol, Mosley Tribes and Oakley, it offers the best options out there for specific outdoor activities as well as everyday wear. The store's gurus, aka "Gearus," help you choose the right frames, fit you and then offer cleaning and tuneups

whenever you visit any of the store's locations in Texas, Florida, Arizona, California, Colorado or Utah. If visiting a store isn't convenient for you, just follow these simple rules when you're choosing sunglasses: Polarized lenses are great for activities that require glare reduction, especially water sports; different color lenses work for different sports (for example, golfers should choose amber, brown or rose tints to enhance depth perception); polycarbonate lenses filter out 100 percent of UV light and are impact- and shatter-resistant; and, finally, bigger is better — wrap lenses block light and wind coming from the sides. www.n3loptics.com —LISA MARSH