

FALL 2008

TREND REPORTS

new labor

eastern promise

trad and true

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FASHION / TREND REPORTS

TRAD AND TRUE

A SOFT ECONOMY CALLS FOR A STRONG WARDROBE, AND A NEW BREED OF CLASSICALLY INCLINED LABELS—FROM HICKEY TO SPURR TO MARGIELA SARTORIAL—IS HELPING TO MAKE CONSERVATIVE COOL. AS A BONUS (REMEMBER BONUSES?), THIS STUFF WILL SERVE YOU JUST AS WELL WHEN THINGS FINALLY TURN AROUND

CHECK THE INFLUENCES, GET THE LOOK >



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Spring 2008

Blue Planet
Petal Pushers
Synth Rocks

Fall 2007

Apocalypse Soon
Eire Apparent
Kings of the Hill

Spring 2007

Gym Dandy
Lounge Lizard
Captain Crunch

Fall 2006

B.M.O.C.
Mr. Clean
New Frontiersman

Spring 2006

An American
Abroad
Desert Heat
Marine Life

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Trend Reports: Trad and True

Potter's Bar

Recently opened as part of the ongoing, \$170-million renovation of Chicago's storied Palmer House hotel, this place is a true throwback, starting with its namesake: dry goods millionaire Potter Palmer, who founded the hotel and—even better—is said to have invented the money-back guarantee. Decor features leather couches and gilded Beaux Arts—style detailing, while massive photos of local luminaries like Belushi and Hefner keep things from getting too fusty. Don't like your drink? Send it back and see what they say.

Potter's Bar, 17 E. Monroe St., Chicago, (312) 726-7500,
palmerhouserestoration.com

Photo: Todd Dyess

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