

FALL 07 TREND REPORTS

NEW YORK, August 27, 2007 – Already firmly established as the go-to place for the style-conscious guy looking for the best in fashion, gadgets and gear, MEN.STYLE.COM, the online home of *GQ* and *Details*, has translated the runway to the real world for Fall 2007 with its new Trend Reports.

For the **complete** listing of the Fall 2007 Trend Reports, including information where to buy, please log on to men.style.com.

Highlights include:

EIRE APPARENT

This fall, designers from the Emerald Isle to Alabama are feeling the need for tweed. Whether hunting for 12-packs of Guinness or 12-point bucks, there's never been a better time to go green.

- Hickey by Hickey Freeman mink-lined nylon quilted coat with detachable mink vest, \$2,998
- Rag & Bone selvage twill pants, \$212
- Bamford & Sons Henley, \$188
- Hickey Freeman Fair Isle Crew sweater, \$298
- Dunhill grey wool three-piece suit, \$1,595
- David Chu woolen shirt, \$235
- J.Crew washed end-on-end band-collar shirt, \$62
- Cosby brown houndstooth wool cap, \$180
- Langston putty suede felt hat, \$250
- Tod's Dandy Boots in leather, \$445

KINGS OF THE HILL

After a tiring day shredding the bumps, nothing beats the glow of a crackling fire—or a snow-bunny's cheeks. Witness how to stylishly hit the après-ski scene.

- Trovata Wide Wale Cords, \$174
- Z Zegna Brown leather lace up boots, \$595
- Night Hawk down jacket, \$325
- APC Ankle Hight Boat Shoes, \$427
- Moncler blue hooded jacket \$1,010
- Nicholas K Caleb Zip-Front, \$299
- Michael Bastian Cashmere Sweater, \$875
- ThirtyTwo Broport Snowboard Boots, \$209
- Julbo Teardrop Glacier Glasses, \$85
- Bally Hunting Coat with Horn Toggles in Merino Shearling, \$3,395
- Levi's Capital E Stacked Skinny, \$180

APOCALYPSE SOON

Global warming, global terror, globalization—unsteady times demand a sturdy pair of boots (not to mention a reliable getaway vehicle). Everything you need to survive the season in style.

- Maison Martin Margiela coat with shawl collar, \$1,445
- DSquared cropped jacket, \$1,485
- Costume National Turtle Neck, \$675
- Costume National leather boots, \$715
- Emporio Armani Techno Pants, \$345
- Cole Haan Air Derek Boot, \$345
- C.P. Company black hooded wool and leather cardigan, \$1,200
- Diesel white vest with black snap front and chain, \$260
- Diesel white long-sleeved cotton tuxedo shirt, \$290
- Club Monaco Tropical Wool pants, \$129

About MEN.STYLE.COM

MEN.STYLE.COM is the first web site to offer hip and authoritative fashion and style coverage to men. Featuring trend reporting, news on style and entertainment, buying guides for the latest gadgets and gear, and comprehensive runway coverage of the Milan, Paris, and New York shows, MEN.STYLE.COM offers readers a complete fashion experience. MEN.STYLE.COM continues the legacy of its successful sister site, STYLE.COM, and is the online home of *GQ* and *Details*. Based in New York, MEN.STYLE.COM is a property of CondéNet, the leading creator and developer of upscale lifestyle brands online.