

# ROGUE

## About Rogue

Established in 1999, Rogue began a men's collection of updated classic outerwear with downtown influences. Built around the lifestyle of New York based designer Jimmy Reilly, the casual masculine leather and cloth outerwear collection rapidly gained prominence in top retail stores across North America. For more than a decade Rogue's distinct identity, fit and market leadership inspired its designer to further develop the vision. In the Autumn of 2009, the scope of that vision was realized in the expansion of the brand as a contemporary men's lifestyle collection. New categories include casual blazers, washed and wired woven shirts, soft comfy knits and tees, chunky sweaters, vests and pants. The A/W 2011 season marked the launch of a footwear collection for the brand.

The brand's identity embodies its classic beginnings with new developments inspired by the designer's hobby of racing cars or motorcycles and the ergonomic wear associated with the sport. Race wear inspired details such as articulated elbows and knees lend a unique attitude and sophisticated fit thru out the collection. Every garment is constructed and treated to have a worn look and personality. This unique individuality is achieved through experimental practices in fabric development and garment finishing. In the end, the Rogue's perfect patina is achieved through specialized washing, dyeing and finishing techniques. The branded hardware, zippers, snaps and buttons are well engineered and finish each garment with character and superior quality. The untiring creative use of exclusive applications define the brand as exciting, innovative and wearable.

The Rogue collection can be found in top department stores and specialty boutiques worldwide.

**ROGUE**

**CURRENT PRESS**

**INSIDE THE IVORY TRADE**  
The Global Black Market That's Driving Elephants to Extinction

**NO SURGERY REQUIRED**  
High-Tech Treatments For Knees & Backs

**LAST-MINUTE BEACH GETAWAYS**

**THE CASE AGAINST MULTI-VITAMINS**

**2014'S BEST TOYS, TOOLS & GADGETS**

**ONE BILLIONAIRE'S CRUSADE AGAINST GLOBAL WARMING**



Red leather jacket, \$695, and jeans, \$225, both by Rogue; boots by N.D.C. made by hand, \$752; Sechel sunglasses by Moscot, \$270.

MJ  
STYLE

# RIDING WITH A ZOMBIE KILLER

**Actor Norman Reedus has been a dropout, an artist, a Hollywood afterthought. Now he's finally on target as the beloved crossbow-carrying badass in the sensationally dark *The Walking Dead*.**

BY ALEX MORRIS  
PHOTOGRAPHS BY MARK SELIGER  
FASHION BY PATTI O'BRIEN



# BUSH

## THE SEQUEL

If you thought you'd seen the end of the Bush era, think again. Chart-topping Brit alt-rockers Bush may have disbanded in 2002, but thanks to the efforts of front man Gavin Rossdale, the band reunited last year with a slightly tweaked lineup, welcoming aboard guitarist Chris Traynor and bassist Corey Britz. The band releases its fifth album, *Everything Always Now*, this spring. We caught up with the LA-based Rossdale to talk about the City of Angels, the new album and his musically inclined kids with wife Gwen Stefani.

By Lesley McKenzie  
Photographs by Davis Factor/  
DR Photo Management



T shirt and jacket by  
Rogue



**EMINEM  
KEITH  
RICHARDS  
LIL WAYNE  
& 43 OTHER  
GODS OF**

# ROCK!

**\*A Special Blowout Portfolio of the Greatest Living Music Masters, Hip-Hop Geniuses, Guitar Slayers, One-of-a-Kind Style Innovators, and a Few Girls Who Rock Our World**

**\*KEEP  
YOUR COOL  
THIS WINTER  
A 12-STEP  
STYLE  
PROGRAM**

**WHAT IS THE  
GREATEST  
CITY ON THE  
PLANET?**

**WHO IS  
THE WORST-  
DRESSED  
PRESIDENTIAL  
CANDIDATE?**

**WHY ARE  
MEN GETTING  
NAKED IN  
HOLLYWOOD?**

**On the Cover**

**ON KEITH RICHARDS:  
Shirt, \$148, by Rogue. See**

NOVEMBER 2011  
4.36



→ You could win a \$10,000 wardrobe. Enter at [GQRules.com](http://GQRules.com).

12.07.2013 • billboard.com • billboard.biz

# billboard

RAP GENIUS Beats  
Cancer, Win At S  
RANDY PHILLIPS  
His Exit Interview



**Eric  
Church**

**Lead  
The  
Charge**

Bringing A Harder-

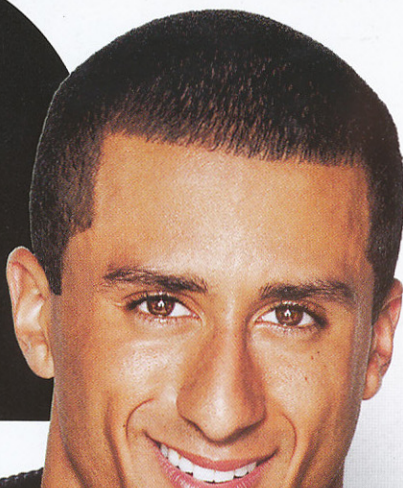
\$6.99US \$8.99CAN

47





LOOK SHARP + LIVE SMART



» EVERYTHING YOU NEED TO SCORE STYLE POINTS THIS FALL



**FISHERMAN? MORE LIKE SEAHAWK**

Designers aren't just rehashing century-old Irish seafarer fare here; they're pushing it forward. The color? That's classic. The hood? That's progress.

[THIS PAGE]

sweater \$1,250  
and jacket \$895  
**Michael Bastian**  
t-shirt \$16  
American Apparel

**jeans \$225**  
**Rogue**

**Jack Spade** at Nordstrom  
boots  
**Ralph Lauren**  
location  
**Kenmore Air**

[OPPOSITE PAGE]

turtleneck \$395  
**Todd Snyder**  
sunglasses  
**Fabien Baron**  
porsche  
**Cosmopolitan Motors**  
where to buy it?  
go to [gq.com/go/fashiondirectories](http://gq.com/go/fashiondirectories)







**THE  
ORIGINAL  
WAY TO  
STAY  
ORIGINAL**

The British brand that made this jacket famous—Barbour—has been protecting dudes (and the royal family) against the elements since the late nineteenth century. The 2012 model just comes in a cooler shade of green.



jacket 0429  
Barbour  
• shirt 0485  
Nigel Cabourn  
tie 085  
Ralph Lauren Black Label  
jeans 0285  
Rogin  
boots 0405  
Billy Reid  
vintage belt  
Melet Mercantile  
gloves  
Filson

# GENTLEMEN, PUT YOUR PANTS BACK ON

10 WAYS  
TO GIVE  
YOUR JEANS

## 02

### Like Jeans But with More Horsepower

The French brand Balmain made biker-inspired motopants a sensation, but now more reasonably priced designers have caught up. The pants are tough and more than a little rock 'n' roll. Wear them with black and you'll never go wrong.

PANTS > ROGUE • \$195

• Tank top > \$29

(for these)

Calvin Klein Underwear

socks > \$75

Vans

glasses

Fabien Baron

necklace

Tiffany & Co.

watch

Cartier

belt

Baldwin

where to buy it

go to [go.com/10](#)

/fashiondirectories

Bikers need their pants to be skinny; knee patches allow for movement, whether you ride a Ducati or an Aeron.

Practical Function: Keeps your wallet off the highway. Style Function: Sets these apart from plain ol' jeans.

It's not that we tailored these short—this is how motopants fit. Works with Hell's Angels boots or beer-run Vans.

“Matt Dillon's character in 'Rumble Fish' would wear these today. I wear mine every day, mostly with boots but occasionally with monkstraps and a blazer. They make a statement, and the price is right.”

—Rogue designer Jimmy Belly



SUBSCRIBE

STYLE

WOMEN

ENTERTAINMENT

LIFE

VIDEO

## THE GQ EYE

ON MARCH 11, 2014 AT 10:30 AM

## Daily Endorsement: Rogue's New Moto Jean Lineup

BY MATTHEW SEBRA



If you don't have a pair of moto jeans in your denim rotation yet, there's no better time than right now to get some. That's because one of our favorite purveyors of the articulated leg jeans, Rogue, is rolling out their latest lineup of the badass bottoms. The slim jeans not only make a t-shirt look like the most manly thing you own, but breathe new life into every wardrobe staple you can think of, from sweatshirts to button downs. What has us excited about the brand's newest iterations are the blue and gray washes that will match up perfectly with Spring's must-have indigos or add some edge to a Hawaiian print shirt.

\$225 each, available at [shop.rogue.us.com](http://shop.rogue.us.com)

TAGS: DAILY ENDORSEMENT, DENIM, JEANS, MOTO JEANS, MOTOCROSS, ROGUE

**The 10-Minute Workout** p.58



**JULIANNE HOUGH** p.64

[mensfitness.com](http://mensfitness.com)

# Men's Fitness

EXERCISE / NUTRITION / SPORTS / SEX

**6 WEEKS  
TO YOUR  
PERFECT  
BODY**

p.85

**100  
PUSH-UPS**

**TRAIN TO HIT THE  
CENTURY MARK** p.16

**AMERICA'S  
25 FITTEST  
COLLEGES**

**IS YOUR SCHOOL No. 1?**



**HUGH  
JACKMAN**  
GETS IN THE RING WITH  
**SUGAR RAY  
LEONARD**

**MASSIVE  
SHOULDERS**  
IN  
**28  
DAYS**

p.97

**EAT  
CARBS  
GET  
RIPPED**

**OUR GUIDE WILL  
GET YOU THERE**



**COVER  
HUGH JACKMAN**

**T Shirt by Rogue**

**GOING FOR GOLD**  
Investors flock to the precious metal as a safe haven amid debt fears both here and abroad. Page 2

**Men's Week**  
PAUL STUART PUTS THE SPOTLIGHT ON PHINEAS COLE. MW2  
PLUS: A LOOK AHEAD AT PROJECT AND WHAT'S ON BUYERS' SHOPPING LISTS FOR SPRING. MW6 TO 10

**WWD**  
THURSDAY, JULY 14, 2011 | WOMEN'S WEAR DAILY | \$3.00

**ON TO THE NEXT ROLE**  
**SJP Exits Halston, Is Weinstein Next?**  
By MARC KARIMZADEH  
NEW YORK — With Sarah Jessica Parker on her way out at Halston and Harvey Weinstein said to be following suit, what is next for this storied but challenged American fashion house?

**Strikes Out**  
Selling his 3,000th hit last weekend  
Page MW2.



**PLUS:**  
A bit of the California lifestyle from an unlikely source. Meet Johnnie-O. Page MW4.

# Men's Week

July 14, 2011

## Back to Cool



Retailers heading to New York for Project and other trade shows are upbeat after consistently solid sales gains. Garment-washed outerwear, softly constructed tailored clothing and monochromatic dressing are among the opportunities that stores will be seeking when they arrive. For more of the season's highlights, see pages 6 through 10.

**Rogue's suede jacket,**

Alpha Industries' nylon jacket and Andrew Buckler's cotton pants.

### SPRING RETAIL

## Contemporary Stores Upbeat About Spring

Shorter shorts, vintage brands and soft dressing all seen as key to driving sales.

by JEAN E. PALMIERI

CONTEMPORARY RETAILERS ARE riding the same wave of solid sales that has lifted the high-end men's market beginning at the end of last year.

Buoyed by strength in heritage product, shorts, swimwear and soft jackets, merchants have experienced strong spring and summer business, and they're expecting the momentum to continue through to the fall. As a result, retailers who will be shopping Project and the other trade shows in New York next week are seeking updates of the products that are working and will be scouring the fairs and showrooms in the city for other must-have items or collections for the season.

"Knock on wood, our men's business is up over last year and the spring season has been amazing," said Bryan Reynolds, divisional merchandise manager of men's wear for Scoop. Among the top performers, he said, are swimwear, which is "up in the triple digits," along with shorts from Taylor Vintage, a new addition to the store. "They have a reversible short for \$98 that has been just phenomenal for us," Reynolds said.

Polos continue to do well, along with cargo shorts, Bermuda shorts, flip-flops and rubber boat shoes from Swims that retail for \$148. "We can't keep them in stock." Vintage belts, Roderick Tung shirts and shoes from Del Toro have also performed well along with Scoop's private label basics.

"It's all about buy-now, wear-now for guys," Reynolds said. "Most of our spring product is still selling at full price."

For fall, Reynolds expects to capitalize even further on the wear-now mentality. "Last year it was warm until November," he said, "so when we bought fall, we were very conscious of wear-now fabrications for the third quarter. Yes, there will be some wool, leather and shearlings, but there will also be lightweight sweaters, polos and T-shirts in fall colors that guys can wear immediately."

Reynolds, who will shop Project, ENK NYC and Capsule, said he'll be looking for spring merchandise with a pop of color such as cerulean blue, light yellow or rust — colors that permeated the recent European men's spring market. In addition, he will be seeking double-breasted peak lapel jackets, blouson-style jackets, ribbon belts, colored shorts and pants and sandals.

Charlie Groom, men's buyer and merchandise planner for South Moon Under, a 15-unit specialty store chain based in Ocean City, Md., will also be looking for pops of color for spring when he hits the trade show floors next week.

{Continued on page MW10}

PHOTO BY JACOB AXELMAN; MODEL: BOBBY @ FORD; STYLED BY ALEX BADIA



FYI STYLE



## ROGUE REBELLION

A free-spirited collection.

by **Craig David Long**

From his all-in-one showroom, office, and design studio on Broadway in Midtown Manhattan, Rogue menswear designer Jimmy Reilly captures the spirit of his clothing line in an iconic New York accent. “I’m a rock ‘n’ roller,” he says. “In our showroom, we have music on every day—it gets you in the mood to work. Right now, we’re in a quiet room, but if you were next to somebody’s office, you’d definitely be hearing a *boomp, boomp.*” Rogue clothing follows in the line of classic American sportswear, but with a rugged, urban beat. In fact, *Americana* may be the better word for the collection, which seems to have an affinity with untamed terrain, and outlaws, bandits, and rebels without cause.

Rogue is a lifestyle brand inspired by Reilly’s interest in motorcycle culture. “I was into bikes and hot rods when I was young, building cars and riding,” says the 47-year-old designer, who launched his brand in 1999, shortly after the birth of his daughter. “I still like that type of activity—it’s always been a part of my life—but when my daughter came along, I definitely gave up some of the riskier things I used to do for fun,” he says. Instead, he channelled that passion into Rogue, carrying out his interests through the product.

Concurrently, Reilly was working on outerwear product development for G-III Apparel Group, a company that specializes in leather and holds the licences for numerous premium private label brands. “I was doing contemporary motorcycle types of jackets—junior ladies’ lines, a little more fashionable. But always my goal was to have my own collection,” he says. In the beginning, Rogue focused mainly on young men’s leather jackets, also in the motorcycle style. “We did a nice business hanging in the Rail section of Nordstrom [an area for contemporary men’s clothing],” Reilly says. “That was the area I wanted to be—I was always into the premium denim, casual type of thing.”

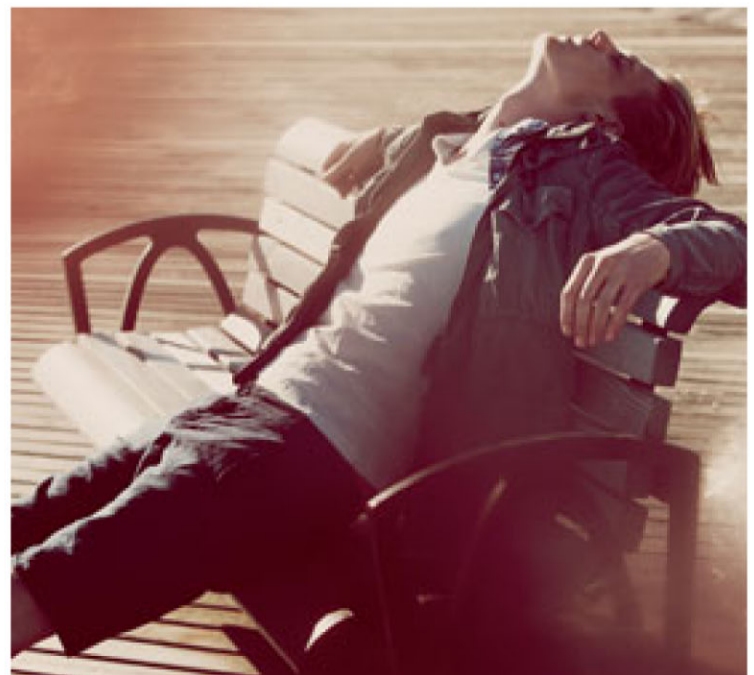
PHOTOS: Rogue’s spring/summer 2011 collection.

Reilly admits it took a few years to really get the Rogue engine revving, but today there appears to be all open road ahead for him. Along with Nordstrom, the brand is also stocked at Neiman Marcus, Harvey Nichols, and Saks Fifth Avenue in the United States, at Holt Renfrew in Canada, and in specialty stores worldwide. And by incorporating sweaters, tees, button-up shirts, and non-denim bottoms into the mix, Rogue rolls out between 75 and 100 new styles each year, delivering spring, pre-fall, fall, and holiday collections.

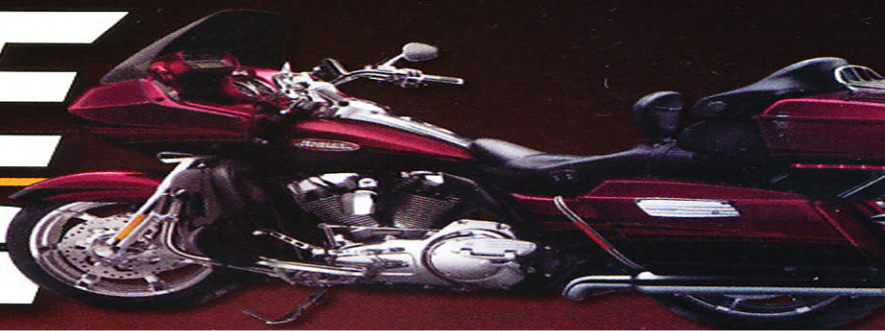
Although leather garments have always been Reilly’s passion and remain a staple for the brand, his experience and expertise working with hide continues to influence his approach to any new material. It’s not uncommon to find him experimenting with dyeing and processing techniques for new garments. And in that way, the name is more than appropriate; Rogue also works as a descriptor of Reilly’s product development. “I’m like a chemist,” he says. “At my house, I have a grinder, a Dremel. I have these pails that I overdye stuff in—dip them. I have a drying chamber that I use in my garage. My wife thinks I’m crazy, but this is something I’ve always done. I’m always trying new things and adventuring out and trying different finishes.” In Rogue’s early days, it would be glazing leathers, washing and tumbling them in drums to give them a beat-up or vintage rub-off look. Now it’s the same application for cotton jacquard, cotton ottoman, and slub denim jackets and pants, each with the same easy, worn-in sensibility synonymous with Rogue.

Even the leathers have been reinvigorated. “Now we’re doing a lot more detail to them,” says Reilly. “We’re washing the leathers and doing multiple things—watering, sanding, spraying—all different techniques.” It will be exciting to see these new applications as they are carried out in future collections: suede with oil washes, garment dyeing, incorporating leathers from the jackets into boots and bags, and so on. “There’s a different treatment to every garment, but you can tell a Rogue garment when you look at it. We’ll just take it to the next level. Even the pants, the inside, we detail with three different types of fabric. We make them feel a certain way, to give them a little signature when you put them on.”

It’s an autograph even the stars are asking for; Rogue has become the sixth degree of separation that connects Kevin Bacon to Taylor Lautner, George Stroumboulopoulos, Adrian Grenier, and Josh Duhamel, each of whom were spotted wearing Rogue last year, borrowing from the brand’s effortless cool. As Reilly explains it, “It’s the passion we put into the details.”



# ULTIMATE MOTORCYCLING



» CLUBHOUSE | LIFESTYLE

## WEEKEND WARRIORS Going Rogue

New York-based designer Jimmy Reilly originally established Rogue in 1999 as a downtown-cool selection of leather jackets and cloth outerwear. The styles were updated masculine classics such as motorcycle jackets and bombers in rugged, comfortable leathers with a distinct identity and fit. As Rogue began to gain visibility across North America, Reilly expanded his vision and collections to include washed and wired woven shirts, soft knits, sweaters, t-shirts, vests, and pants.

Soon, the garments became a full men's lifestyle collection, and in 2009 began to attract the attention of top retailers and specialty stores all over the world. They are now routinely spotted on personalities as diverse as Kevin Bacon on tour with The Bacon Brothers, Adrian Grenier at openings in Los Angeles, and Taylor Lautner at premieres in Australia.

The appeal of Rogue lies in the unique character of each piece, which is constructed and treated to have a worn look

and feel. The company employs specialized washing, dyeing, and finishing techniques—all experimental practices in fabric development and garment finishing—to create the specific Rogue patina. Here, the company continues to experiment with exclusive applications and branded finishing treatments such as zippers, snaps and buttons to keep the collections progressive and functional. The 2010 collections from Rogue can now be found in such desirable American stores as Neiman Marcus, Nordstrom, and Saks Fifth Avenue, as well as Holt Renfrew in Canada.

As expected, music and motorcycles are defining factors behind the spirit of the Rogue collections. The washed leather biker jackets gained immediate appeal in colors of smoke blue and black, and have been worn by members of the bands Switchfoot and The Racoons, and musician John Oates, in addition to emerging young actors such as Josh Duhamel, Matthew Bomer, and Derek Luke. This fall, Rogue introduces their exciting new perforated leather moto jacket, most recently snagged by Jeffrey Dean Morgan. It is *generational cool* according to Rogue. — *Salvatore Sampino*

The renegades of Rogue demonstrate that having been around the block a few times is not always a bad thing.

GUY AROCH

# DETAILS

THE BODY\_STYLE

## UPGRADE YOUR GYM SHIRT

YOU DESERVE TO WORK OUT IN A TOP THAT WILL MAKE YOU LOOK (AND FEEL) BETTER.

### 1. T BY ALEXANDER WANG

\$82, alexanderwang.com  
This silk-and-rayon tee has a slightly relaxed fit with longer sleeves (they end just above the elbow) and a wider collar that exposes more skin to the sun.

### 2. ALTERNATIVE APPAREL

\$36, alternativeapparel.com  
The 50-50 cotton-and-polyester mix is put through several washes to give it a lived-in finish; if you look carefully at the fabric, you'll notice the dyeing.

### 3. ROGUE

\$60, rogueapparel.com  
Rogue began as a leather-outerwear company in 1999, and you can see the biker influence in this Brando-esque V-neck option, which is cut trim through the body with sleeves that land high on the biceps.

### 4. SPLIT

\$60, splenddmills.com  
Made from a super-soft blend of pima cotton (which has stronger and longer fibers than regular cotton) and MicroModal (a fine, light man-made fabric), this V-neck comes in eight colors, from Mediterranean blue to olive green.

### 5. AETHER APPAREL

\$45, aetherapparel.com  
The pima-cotton V-neck—slightly tapered, with a contrast stitch along the side seam and available in black, white, blue, and two shades of gray—embodies Aether's aesthetic of active, yet subtly stylish, clothing.

### 6. VINCE

\$55, vince.com  
This pima-cotton shirt has a textured effect that gives it a high-quality heft. Raw seaming along the sides provides some laid-back edge.

### 7. LACOSTE LIVE

\$40, lacoste.com  
This cotton V-neck has an elevated style quotient and a flattering shape: The rear is cut longer so the shirt looks trim in the front, plus the back doesn't ride up when you sit.

## GYM-BAG ESSENTIALS

**BEYOND COASTAL**  
Active Sunscreen SPF 30  
\$15, beyondcoastal.com

Free of questionable ingredients like parabens and petroleum, this fast-absorbing sunscreen (which contains a UVA protection booster) is a must-pack for the days when you take your workout outside.

**BILLY JEALOUSY**  
Hydroplane Shave Cream  
\$20, billyjealousy.com

Not meant to foam (ather strips your face of oils), Hydroplane creates a super-lubed-up surface to glide your favorite blade over.

**MASON PEARSON**  
Styling Comb  
\$15, amazon.com

Use the fine-toothed end of this Swiss-made comb to etch a part in wet hair or the wide end to move it into place after applying product.





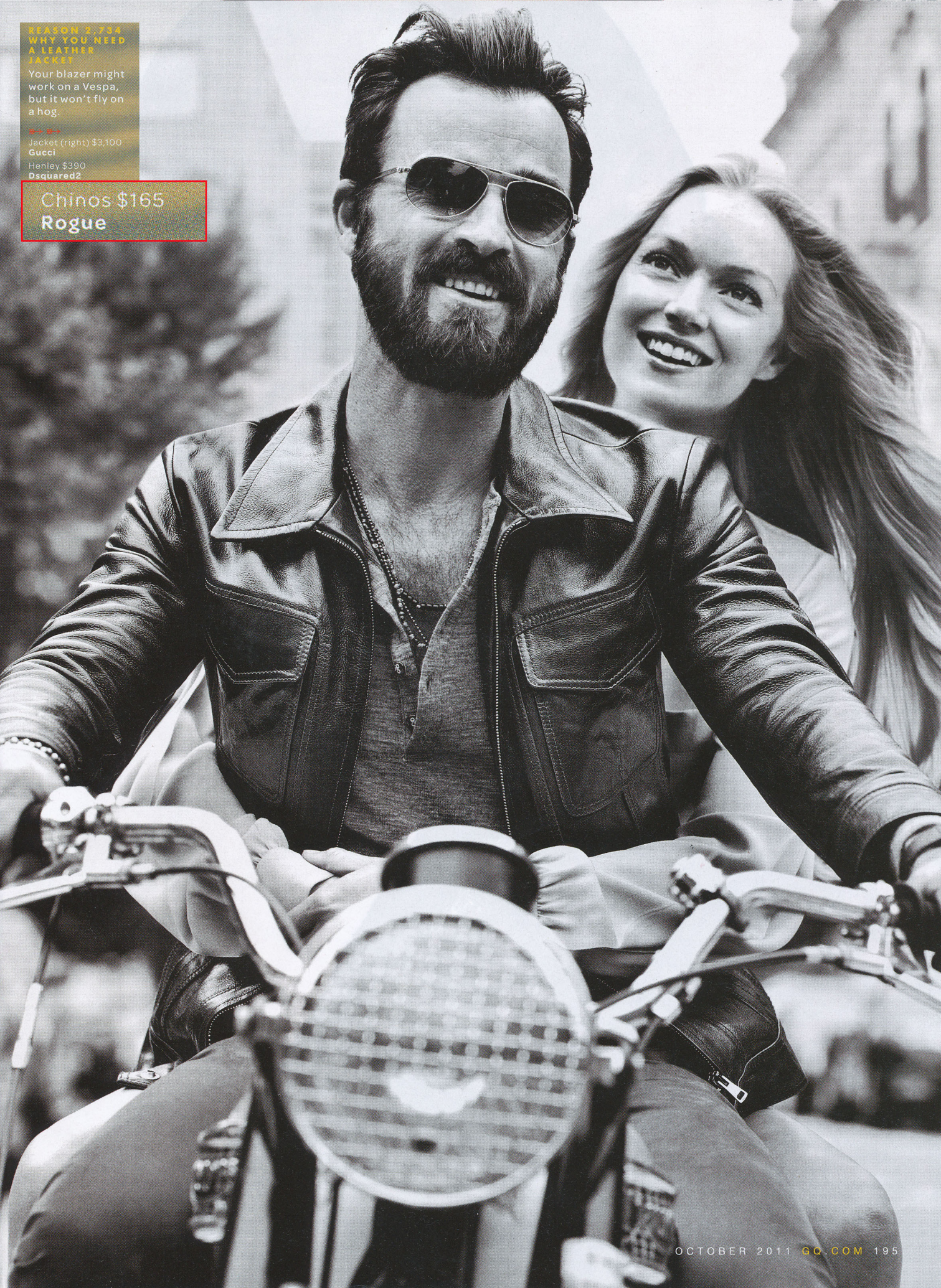
**\*WHAT  
THE SHARP-  
DRESSED  
MAN WILL  
BE WEARING  
THIS FALL**  
a.k.a.  
HOW TO LOOK  
AS COOL AS

**REASON 2,734  
WHY YOU NEED  
A LEATHER  
JACKET**

Your blazer might work on a Vespa, but it won't fly on a hog.

- Jacket (right) \$3,100  
Gucci
- Henley \$390  
Dsquared2

Chinos \$165  
Rogue



FALL 2011 GUIDE TO STYLE

FLIP  
OVER

TONS OF  
USEFUL STUFF

# Men's Health



Rogue jacket (\$700),  
[rogue.us.com](http://rogue.us.com),

John Varvatos USA  
T-shirt (\$125),  
(212) 965-0700,  
Levi's jeans (\$100),  
[levi.com](http://levi.com)

**NOTEBOOK**

## The Leather Report

SOMEWHERE BETWEEN THE STOKES AND THE FONZ IS THE PERFECT FALL JACKET.

**STYLE**

THERE'S A LOT RIDING ON NABBING the right leather jacket: Choose well and you've got a friend for life. Choose poorly and you're stuck with a thousand bucks of self-consciousness. The perfect jacket should be comfortable, cool, and should definitely improve with age. This fall there's a wide array of stylish — not trendy — choices, from cafe racers to double-breasted coats. Whatever the cut, make sure it fits — buy it a little snug, and let the leather stretch — but more important, make sure it's you.



1

**ROGUE**

This leather cafe racer walks the line between fashionable and badass. And the price is right at \$695.

2

**RALPH LAUREN**

The knit collar and cuffs, soft leather, and ample buttons make for a sophisticated classic (\$3,995).

3

**SCHOTT NYC**

This bomber has a timeless style, complete with the sheepskin collar that warmed WWII pilots (\$800).

4

This jacket is double-breasted for a buttoned-up style that won't look ludicrous over a tie (\$1,895).

The Landis leather jacket is a rugged take on the collarless style that's hottest now (\$1,900).

**SCHOTT NYC**  
Love this jacket for its quirks — a plaid lining and multipaneled back (\$1,000).

**HALMUS**

The asymmetrical zipper and soft, lightweight leather mix hip with handsome (\$850).

2



3



4



5



6



7



ELI ASH

SNAP SHIRT BY **ROGUE**  
DENIM JEANS BY  
**DOLCE & GABBANA**  
AND SUEDE BOOTS BY  
**NICE COLLECTIVE**

PHOTOGRAPHY: DAVIS FACTOR FOR DRPHOTOMGMT.COM. STYLING: LAURA DUNCAN AND EMMA TRASK AT EMMATRASK.COM. GROOMING: JASON SCHNEIDMAN USING CLICKR FOR SOLOARTISTS.COM. PRODUCTION: DIANA CONEY FOR DRPHOTOMGMT.COM. DIGITAL TECH: BRAD LANSILL FOR PRODIGITAL.COM.

# CAM GIGANDET

THE TRUE IDENTITY OF THE (SEEMINGLY) MISCREANT ACTOR

written by **Yasha Wallin** photographed by **Davis Factor**





GROOMING:  
PRODUCTS BY **CLICKR**

STYLIST: LAURA DUNCAN  
AND EMMA TRASK  
GROOMER: JASON  
SCHNEIDMAN



"I WISH I COULD BE A NINJA," CAM GIGANDET LAMENTS, ALMOST apologetically. The 28-year-old actor is sipping hot coffee on New York's Lower East Side, as he puts to rest internet claims that he holds a black belt in Krav Maga, the art of Israeli street fighting. Since his breakout role as Kevin Volchok on the teen drama *The O.C.*, half-truths like this have been added to his bio. Actually, Gigandet has never gotten into a physical altercation in his life, which is surprising, considering he's best known playing the villain in films like *Never Back Down*, *Twilight*, *New Moon*, and the forthcoming drama *Trespass*.

The "real" Gigandet is charming and down to earth, preferring to talk about his family and his 23-month-old daughter rather than hand-to-hand combat. Gigandet explains that he plays the antihero so well because he's anything but, "I enjoy [playing the villain], but it's not me. There are really no rules when it comes to bad guys so you can really use your imagination. I guess I'm doing it because maybe I wish that I was a little more badass in real life."

The action star got his start in Hollywood almost by accident. Born and raised in Auburn, Washington, Gigandet left immediately after high school graduation. He chose L.A. arbitrarily—as not to get stuck in his hometown, and because it shared a time zone with his parents. At Santa Monica College, he was introduced to acting and, despite dropping out of school within a month, he knew he had found his calling. When his first gig on *The Young and the Restless* didn't pan out (he was let go after three weeks), Gigandet remained determined. "If I could survive being fired by a soap opera, I knew I was going to be in it for the long haul," he recalls.

After appearing on *The O.C.*, movie offers began coming in.

Last year alone, he turned Christina Aguilera out in *Burlesque*, billy clubbed Adrien Brody in *The Experiment*, and gave Lisa Kudrow Chlamydia in *Easy A*. In the latter, a high school comedy starring Emma Stone who lies about losing her virginity, Gigandet plays Micah, a Christian evangelist gone astray. The actor maintains he's never told that untruth himself, but jokes, "I might have told someone I was a virgin when I wasn't." Though he has three major projects being released this year—including the recently released thriller *The Roommate*, which took first at the box office its opening weekend—Gigandet admits he's still honing his craft, learning from mentors like Paul Bettany, who he stars with in the upcoming vampire thriller *Priest*, and from Nicolas Cage in *Trespass*. Remembering Cage's technique fondly, Gigandet says, "He would do something goofy just for the heck of it. People try to be cool while they're going through their process because no one wants to look like a fool, but it's a fool's game and you've got to be able to look like a fool."

Gigandet asserts that he likes being challenged on set—pushed out of his comfort zone like Cage often seems to be—especially when he gets stuck in his head. "I analyze until I'm paralyzed," he says. In filming *Trespass*, director Joel Schumacher had no problem getting him to snap out of it. "I was starting to behave like a bitter, immature brat, and then [Schumacher] just screamed at me, 'Stop being a baby, you need to act like a fucking man!' After that everything was fine, and I still adore him, and he adores me, and you feel like an actor." As he reminisces, it's apparent that he's a bit lost in his thoughts for a moment. Perhaps he's wondering what bad guy he'll play next. And, in fact, as we finish our coffee he admits, "As soon as I get home, I have to go find a job."



18

MEN'S: FIRST LOOK

FN APRIL 18, 2011

# Going Rogue

Classic men's outerwear provides the basis for a new footwear collection launching this fall. << By Jocelyn Anderson

## Rugged is the word at Rogue.

The New York-based men's brand, primarily known for its masculine outerwear, will introduce footwear this fall. The seven styles are heavy on boots with military and motorcycle influences, but also include brogues and laceups. Retailing for \$225 to \$395, the shoes are made of washed leathers and suedes in Portugal.

Designer Jimmy Reilly said that though the men's market is hot right now, he decided to start the line because he still didn't see a big range in footwear. "There's not a lot of variety out there," he said. "The men's market was stale for a long time."

And rather than license out the new category, the company chose to keep it in-house as a learning experience and to exert creative control. "Jimmy wants to understand all of the business," said Jon McKinney, president of global brand development. "And we wanted to decide everything — pricing, components — so now we are more knowledgeable."

In addition to footwear, the brand also will launch bags for fall, including a shoulder style, tote and messenger bag in garment-dyed canvas and leather, at specialty stores nationwide.

Already popular among male celebrity fans such as actor Kevin Bacon, "Twilight" star Taylor Lautner and musician Gavin Rossdale, the brand may launch a women's collection down the line.

"With men's, it takes a while to catch on, but people are willing to see it through," said Reilly. "Soon, the world will be going Rogue."



Photos courtesy of HUGH LIPPE (shoes), ERIC LOBB (Reilly) and GUY AROCH (jacket).

### The Designer

Jimmy Reilly founded Rogue in 1999 as an outerwear label and has since expanded to sportswear. The brand is sold in Saks Fifth Avenue, Holt Renfrew, Scoop and Fred Segal.



### The Inspiration

"The inspiration comes from the clothing line," said Reilly. "It's how we dress." The goal, he added, was a finished look from head to toe.



### The Buzz

Neiman Marcus will carry the shoes exclusively in 13 stores for fall '11. "We were immediately drawn to the sensibility of Rogue's new footwear collection," said Nickelson Wooster, Neiman Marcus' men's fashion director. "The boots speak to the guy who is looking for the perfect balance of style and swagger. They are ruggedly authentic with the patina of a perfectly worn-in pair of jeans."

# SPORTSWEAR INTERNATIONAL #236

MAR/APR 2011

FEATURE FOOTWEAR

58 sportswear international fashion | labels



## TEN YEARS OF YOHJI YAMAMOTO AND ADIDAS

Yohji Yamamoto and Adidas celebrate the decade-long existence of their collaboration Y-3, with a limited edition of Adidas for Yohji Y collection including footwear and apparel pieces for woman and man. “Ten years ago, together with Adidas we created something that did not exist before and completely projected the future. My desire was to make sportswear elegant and chic,” says Yamamoto. The footwear collection focuses on red, black and white color combinations in classic styles such as the Yohji Pacer, Smith and Star as well as more technical styles including the Campus Wrestling, X, Bounce and GSGX classic. The collection was shown during Paris Fashion Week autumn/winter 2010 at the Yohji Yamamoto Homme show. The limited editions of the collection will be available in Yohji Yamamoto and Y-3 stores in Japan. [Y-3.com](http://Y-3.com)

## ROGUE

In the second phase of its transition from outerwear brand to a total look collection, men's sportswear brand Rogue has launched a line of footwear for fall/winter 2011-12. Inspired by Depression era workwear and military boots, the large collection of shoes and boots is designed in-house and produced at factories in Portugal. The vintage-look shoes have uppers made from washed leather, canvas or shearling while soles are made from leather or rubber. Key styles include a leather and canvas lace-up brogue, a suede lace-up boot with a flannel lining and shearling-lined tall leather boot. The shoes will be carried by retailers such as Neiman Marcus and Holt Renfrew and will retail in the \$225 to \$395 range.

[rogue.us.com](http://rogue.us.com)



## IT'S A THIN LINE BETWEEN LOVE AND HATE

Ryz, the fledgling Portland, Oregon-based men's footwear brand created by Rob Langstaff, a former president of Adidas America and Adidas Japan, has already received accolades for its styles that can seamlessly go from the street to the office (and vice versa). In its less than two years of existence, the brand has also developed a reputation for intense, ongoing online interaction with customers and fans. In fact, its creative director, Todd Alan Breland, was chosen via an online search. Now Ryz is also offering customers a unique online customization option. In addition to choosing from a set assortment of colors and patterns for their shoes' uppers, sidewalls and inner linings, customers can upload their own favorite image, pattern or photo to appear on the shoes' clear outsoles, making it possible to “walk on” (or “walk all over”) your favorite (or least favorite) person, place or thing. The special order custom kicks with the one-of-a-kind bottoms range from \$119 to \$159. [ryz.com](http://ryz.com)

brand pskaufman for fall 2010. Aside from looking stylish thanks to their signature teal linings and uppers made from full grain stretch leather that often features a splash of bright paint, the shoes are modern and eco-friendly because their outsoles are produced from recycled tire treads. This also makes them light and flexible. Built to last decades instead of just a few fashion seasons, handmade pskaufman products are carried by specialty stores. The shoes retail for \$305 to \$400. The company headquarters is in Santa Monica, California.

[pskaufman.com](http://pskaufman.com)



## ROCKADELIC

Making its retail debut for holiday 2010, new men's shoe brand Rockadelic, a division of Deer Stags, aims to offer stylish alternatives to sneakers in the affordable retail price range of \$90 to \$180. Designed in New York by Alison Muskat, many of the shoes are hybrids of athletic and urban-look models, forming dress shoes with slight athletic influences. Most of the shoes are made from hand-worked leathers and each has a foam memory sock inside. Rockadelic targets guys ages 20 to 40. It's sold at such specialty stores as Fred Segal Feet and Atrium and online at Revolve Clothing.

[rockadelicshoes.com](http://rockadelicshoes.com)

Homme

Essential<sup>®</sup>

## ROGUE'S BROGUES

◆ Having begun as a collection of updated classic outerwear for men in 1999, Rogue has since evolved into a full-fledged men's collection of rugged, military-inspired looks in oiled suede, brushed cotton, and other experimentally treated fabrics. This fall sees the launch of Rogue's first-ever shoe collection. The shoes are a luxe update of the combat boots you might have scored at an army surplus store as a teenager. Available in oiled suede or aged leather, the boots are lined in either flannel or shearling, and despite their rough-and-tumble rebel look can be dressed up if necessary.

\$225-\$395; [rogue.us.com](http://rogue.us.com)



## Undead in Prime Time

"The whole *Twilight* thing is about to be over," Ian Somerhalder says. "And teenage girls can't watch *True Blood* with their parents - that would just get weird. So we're getting ready to kick some major ass this season."

Paul's hooded sweater by Dior Homme. Ian's sweater by Rogue. Nina's hooded



INTRODUCING

# Mensweek

WWD TODAY LAUNCHES A WEEKLY MEN'S PUBLICATION, THE FIRST ISSUE OF WHICH INCLUDES:

- › Is Men's Wear Back?
- › Project and Pitti Uomo previews
- › Rating the Quarterbacks

# WWD

Women's Wear Daily • Thursday, January 6, 2011 • \$3.00

8 » Mensweek

January 6, 2011

## Ones to Watch at Project New York

A quartet of newcomers at the upcoming show.



### Rogue

Founded in 1999 by Jimmy Reilly, Rogue started life as an outerwear specialist, carving out a niche in leather jackets with fashionable details such as curved arms and darted sleeves. Two years ago, the company expanded into a full sportswear collection, which now accounts for about 70 percent of sales.

Rogue is showing at Project New York for the first time. There, look for garment-dyed pants trimmed with leather and oilcloth, Western shirts with appliques and wired collars and cuffs, striped overdyed denim jeans and pigment dyed corduroys in the fall offerings.

"Our shirts have longer cuffs than normal. It's more of a rock 'n' roll look," said Reilly of the line's overall vibe. "Snorkel coats with big collars and fur-trimmed hoods with a lot of volume around the neck are big for fall — in garment dyed fabric or nylon."

Leather jackets retail for \$695, cloth jackets for \$250 to \$325, wovens for \$145 to \$165, bottoms for \$155 to \$185 and sweaters for \$125 to \$200.

Rogue is sold in about 100 doors, including Neiman Marcus, Saks Fifth Avenue, Nordstrom and Holt Renfrew. The company is owned by Reilly and his business partner, Bill Goldman, who also hold outerwear licenses for Chaps and Columbia Sportswear.

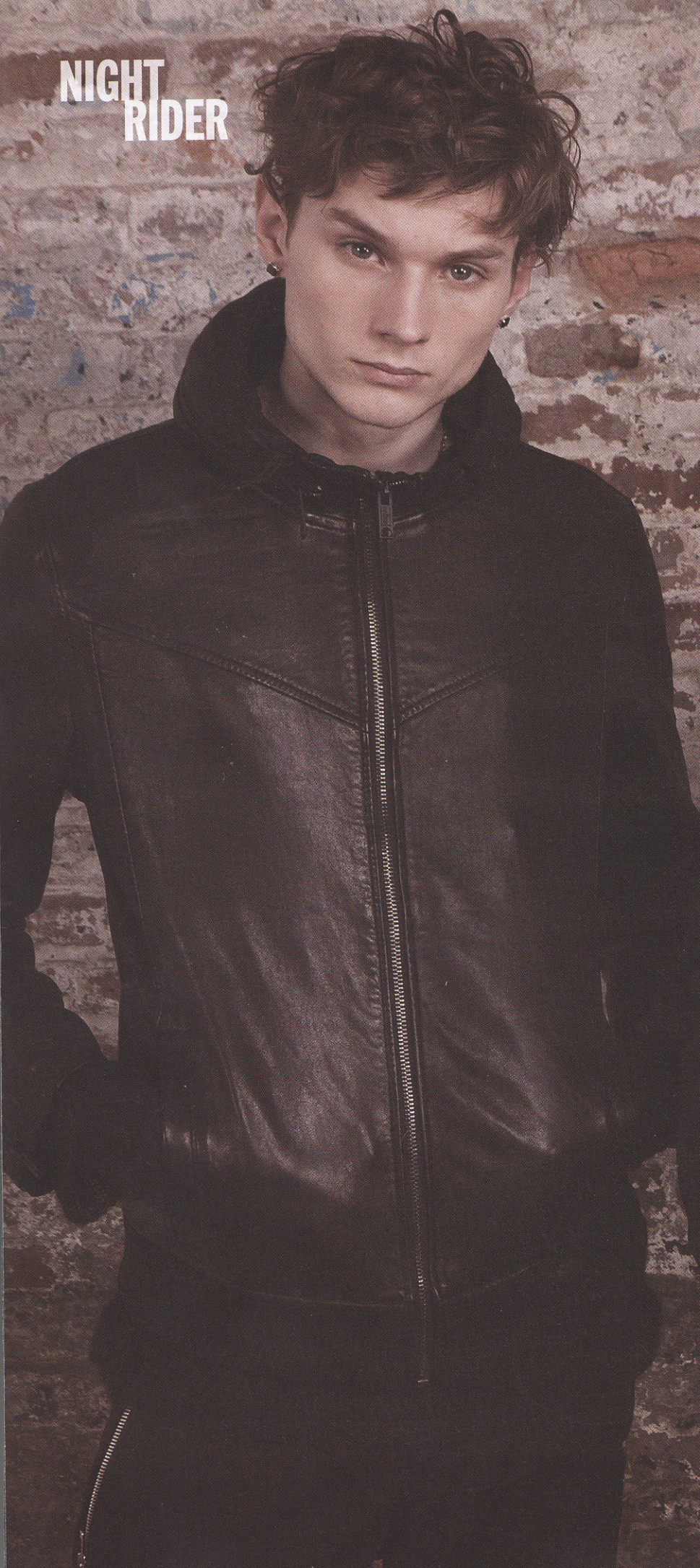
Rogue will introduce its first footwear collection for fall, including motorcycle and work boots, as well as high-top sneakers that will retail from \$180 to \$240. "We used oilcloth, canvases, coated suede and napa leather. A lot of the boots have mixed materials and have zippers up the side, instead of lacing up," said Reilly.

# WWD

## MEN'S COLLECTIONS



NIGHT  
RIDER



Rogue's leather jacket, Them  
Atelier's wool sweater and Mik  
Cire's wool pants.

IRO's cotton ja  
cotton shirt  
cotton denim je  
Au

**ROGUE**

**CELEBRITY  
DRESSING**

1400 BROADWAY, 31<sup>ST</sup> FL  
NEW YORK, NY 10018 212.221.2331

**ROGUE.US.COM**





Gerard Butler is seen at various outings during NY Fashion Week wearing his favorite plaid button down and brown cotton blazer



Kevin Bacon (left) was voted best dressed of the week by GQ.com. He is seen wearing all Rogue through out.



Eric Bana appears on the Today in his Black leather moto jacket to promote Hanna





Gavin Rossdale wears the black camo slim cargo pant (on left) and can be seen on BUSH tour wearing slim black denim trousers w/ zip back pockets(right)



Adrian Grenier wears his favorite Rogue shirts for press appearances. (on right) His Entourage character Vince Chase wears a waxy cotton moto jacket for the final episode.



Joe Jonas wears a Rogue tee and tanki n his “See No More” video. He is seen in LA wearing a aged leather jacket and in Madrid wearing a plaid flannel shirt.



GETTY IMAGES

Taylor Lautner signs autographs at his Twilight premiere in his Rogue leather jacket