

THE DEFINITIVE GUIDE TO MEN'S FASHION

GO Style

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SPRING SUMMER 2014

Exclusive portfolio of the new wave of Brits invading Hollywood, starring...

THIS YEAR'S BRIT PACK

George MacKay + Theo James + Douglas Booth

Photography by GQ Style for William Brinkley

The world according
to Craig Green
Fashion's new rising star

Benedict Cumberbatch
and Alice Eve
go into the wild

London Collections: Men the story so far...

House Rules

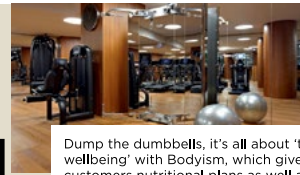
Ralph Lauren's **Bugatti 57SC Atlantic Coupe** is one of only two in the world – just three were ever made. Estimated to be worth £18 million, Ralph's won the best of show title in the prestigious Concorso d'Eleganza Villa d'Este in Lake Como last year. A little out of your budget? Pick up this dinky replica model, produced by model makers Amalgam exclusively for Ralph, which comes in its own glass case and is a snip at £6,250 from all European Ralph Lauren stores. Only 99 exist, so it's almost as precious as the original. Almost.



A new mantra for life

You've worked hard. Now here's how to spend it, courtesy of Britney

You wanna hot body



Dump the dumbbells, it's all about 'total wellbeing' with Bodyism, which gives customers nutritional plans as well as exercise and movement programmes to build a long, lean and healthy body. Try **Bodyism** at the **Bulgari Hotel** in Knightsbridge where the divine spa holds a gym for training sessions. For more information visit: bodyism.com

You wanna Bugatti

You wanna Maserati



The Lamborghini **Huracán** just made its debut at the Geneva Motor Show in March – and luxury super sports cars don't come more innovative than this. With a top speed of 325km/h, it is named after the famous fighting bull Huracán (who fought in Alicante in 1879) because of his 'unrelenting character and remaining defiant and invincible'. Huracán himself wouldn't be able to catch this car. Don't forget your seat belt.



You better work bitch

You wanna Lamborghini



If you're in the market for a Maserati, opt for the **Maserati Quattroporte** by **Ermenegildo Zegna**, as recently unveiled at this year's Geneva Motor Show. Yes, Zegna. Because this gorgeous sports car (which reaches 0-100 in just 4.7 seconds and has a top speed of 307km/h) has its interiors upholstered with Zegna fabrics, including a specially designed herringbone. Match with your favourite Zegna suit.

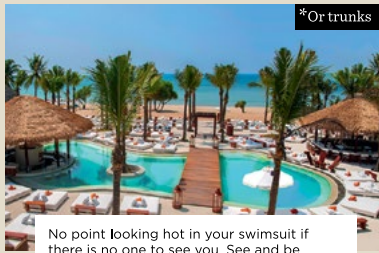


Sip Martinis

One of the many creation myths about Martini is that it was invented by a bartender named Martini di Arma di Taggia at New York's **Knickerbocker hotel** in 1912. He mixed dry vermouth and gin together and it rather pleased John D Rockefeller. The fact that Rockefeller was a lifelong abstainer from alcohol should not put one off knocking one back when the legendary hotel reopens this summer. theknickerbocker.com



*Look hot in a bikini**



*Or trunks

No point looking hot in your swimsuit if there is no one to see you. See and be seen at the latest outpost of **Nikki Beach** in Phuket, the ubiquitous beach club already rocking St Barth's, Ibiza, St Tropez, Koh Samui and South Beach, Miami. Newly opened, Phuket's own Nikki has a private beach and pool, restaurant with indoor and outdoor dining, and of course, bar. If you are really lucky you may get invited to Nikki Privé, the exclusive VIP area. nikkibeach.com

You better work bitch

You wanna live fancy



If you're looking for fancy, how about the Ty Warner Suite at the **Four Seasons Hotel NY** (£25,000 per night - that's £18 a minute)? You get nine rooms of the finest Italian marble and fabrics shot with real gold. Your own butler will attend as you enjoy 360-degree views of Manhattan while your personal therapist massages your shoulders. The indoor/outdoor Zen Garden is an ideal setting for working out with your trainer and, should you ever want to leave, a chauffeur-driven Rolls Royce awaits. fourseasons.com

Live in a big mansion



They don't come much bigger or more mansion than the **Antilia** in Mumbai, India. The 27-storey, 400,000-square foot skyscraper residence, named after a mythical island in the Atlantic, cost £1 billion to build. It has six underground levels of parking, three helicopter pads, a ballroom, nine elevators, a 'health' level, and reportedly requires about 600 staff to run it. The owner, Mukesh Ambani – not surprisingly the ninth wealthiest man in the world – also designed and built the house. But he didn't live there for the first year after it was completed. He just used it for parties. Nice.

Party in France

You better work bitch

'If the music is too loud, you are too old'. A neon light on the wall tells it the way it is at fashion's favourite new watering hole in Paris, the **Titty Twister** (really). Done up like a post-modern American diner, it's named after the strip club in cult movie *From Dusk Till Dawn*. lettitytwister.com



Words: Kamini Mohammadi Photo: Adeel Halim/Polaris/Eyevine Lyrics from 'Work Bitch' by Britney Spears. Copyright: RCA Records