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COMMENT OF THE WEEK

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GQ EYE ON SPORTS

GQ TECH

GQ AT THE SHOWS

GEAR

GEAR WITH A CONSCIENCE

GLENN O'BRIEN'S STYLE

GROOMING

HAPPENINGS

LAST NIGHT...

LOOK OF THE DAY

MENS PREVIEWS

MODEL CITIZENS

MORNING MASHUP

MUSIC

OBSESSION OF THE DAY

PEOPLE & PERSONALITIES

REBELLIOUS JUKEBOX

SNEAKER OF THE WEEK

STORE SPOTLIGHTS

STORES

STREET STYLE

STUFF WE BOOKMARKED



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EDUN's Mens Pioneers Launch Event at Red Rooster in Harlem

ON SEPTEMBER 12, 2011 AT 11:25 AM



Getting the style set (way) uptown on a Sunday evening in the middle of NYFW is no easy task, but the **EDUN** team packed the house at Marcus Samuelsson's **Red Rooster** for their Men's Pioneers campaign launch last night. In between sipping cold brews, and mowing down some absolutely outrageous food (the mushroom toast reserved a permanent place in my sensory rolodex), we managed to chop it up with a few of the guys who are not only making a

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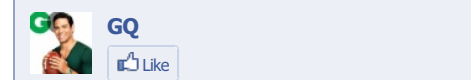
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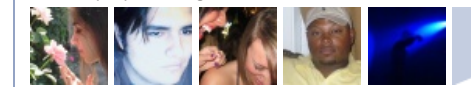
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THE LOOK OF THE DAY

THE WEEK THAT WAS...

THIS JUST IN

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difference, but making it look good.

The GQ Eye: Are you getting out to any of the shows at all?

Marcus Samuelsson: I've been trying to when I can, but I've also had to be up here working. Any time my wife Maya walks, I'm there!

GQ: In the piece we're releasing with you this week, you talk about a particularly cool vintage shop...

Samuelsson: Yeah, B.O.R.N. Vintage, it's right around the corner. We actually set up a pop-up shop with them down at Lincoln Center this past week; it's all about bringing the Harlem attitude and culture to Fashion Week. That's why I'm so thrilled that everyone was able to make it up here tonight...

Jonathan Prince: GQ, huh? I dig your style, man.

GQ: Thanks, you're pretty sharp yourself. What's up next for you in the running world?

Prince: I'm going to run on the moon.

GQ: You're what?

Prince: [Laughs] Yeah. With the way they're privatizing and commercializing space travel, we've got plans to have me up there in five to seven years.

GQ: That's the coolest thing I've heard all night.

Prince: Thanks!



GQ: If it isn't the Warby Parker guys... What gets you guys excited about NYFW?

Neil Blumenthal: The feeling of community is pretty amazing. We're seeing all these amazing campaigns recently that bring conscience and global awareness into the picture, and that's pretty phenomenal. That's why we love being involved with this project.

GQ: When you come up with such a cool idea like you guys did, surely people must try to rip you off?

Blumenthal: Yeah, we're seeing some sites and ideas pop up very similar to our own, but one of the coolest things about our culture now is the transparency: you can't hide, and people can smell authenticity...



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