

## i-world

Who's the most-well-known American designer? Let's just say Apple is giving Marc Jacobs a run for his money. As useful as Apple's myriad gadgets are, they also look cool—it's safe to assume that the release of another iPhone would hardly have caused such a frenzy if it was just another bulky, silver candy-bar phone. Apple has become a master of bringing smart design to the masses, and, from the beginning, its products have been marketed to the style-obsessed just as much, if not more, as they are to tech heads. Karl Lagerfeld—with his 40-plus iPods—is an unofficial spokesperson, as is Michael Phelps, whose white sarabuds were even present in Beijing. But the true mark of just how fashionable it is could be that, even after being on the market for seven years, you never hear anyone ask, "Where's my mp3 player?" It's always, "Where's my iPod?"



## jeans

The U.S. is perhaps the only country that could turn "super-size" into a passable verb. Now our pants are getting the XL treatment with the recent trend of baggy "boyfriend jeans." While the cut revisits the saggy styles of hip-hop's yesteryear, this time around there is a high-waist and dropped crotch—a silhouette that is almost supposed to look like it doesn't fit you. And they don't have to actually be your boyfriend's dungarees (although feel free to borrow if you've a) got a boyfriend and b) he's not a warty indie boy two sizes smaller than your 12-year-old cousin). A slew of designers such as Current/Elliott, Pips, G-Star, and Replay are creating this roomy, relaxed fit right now. With years of being crammed into tight skinnies, this drastic change comes at just the right time. Stick to a pair that aren't awkwardly huge and cuff them at the bottom to create a polished look that steers clear of schlusville. This season, slouchy is the new black.

PHOTOGRAPHED BY  
ROBIN JONSSON



## white t-shirts

You can't get more American than jeans and a white T-shirt—think James Dean in *Rebel Without a Cause*. We've got the jeans covered, but finding the perfect fitted, soft tee can be a more difficult task. Gone are the days of only being able to choose from staples like Hanes or Fruit of the Loom—although they never let us down—because lots of brands are keeping the T-shirt game fresh and experimenting with different materials to reinvent it. Thanks to LNA, American Apparel, Kane, and Alternative Apparel, the simple tee has transformed from just cotton to lycra-infused, mesh, supima (a super-soft material, retro-reversible [wool-like reversible fabric]), and 100 percent viscose (a rayon material) construction. The "new" white T-shirt—especially the classic cut—can be easily dressed up or down and it is the answer to the ever-present fashion query: "What should I wear today?"