

HOW TO BE
**FASHION
ABLE**

OR

**CONSUME
LIKE ME**

BY

ANDREW COULTER ENRIGHT

**THE LITTLE
THINGS WE DO
TO SEEM COOL TO
PEOPLE LIKE
OURSELVES**

FOLLOW ANY COMBINATION OF THE FOLLOWING TRIED AND
TRUE RULES AND YOU ARE BOUND TO FOOL **US**

SMOKE CIGARETTES

ANY BRAND IS REALLY OKAY
SMOKING WILL BE COOL FOR A
LONG TIME

ITS BEST TO GO FOR A WORKING
CLASS CIGARETTE
TRY MARLBORO MEDIUMS

PEOPLE WILL SAY UNFILTEREDS
OR HANDROLLED ARE THE
COOLEST
THEY TRY TOO HARD
SMOKE FILTERS OR FILTER
LIGHTS

ORDER THEM FROM SWITZERLAND

AND BE COOL LIKE US

BUY EXPENSIVE JEANS

WE NOTICE EVEN THE SMALLEST LOGOS

DIESEL
DARYL K
EARL
EVISU
LEVIS ENGINEERED
LEVIS STA PREST
MARC JACOBS
MAVI
PAPER
PSYCHO COWBOY
SEVEN

ALTERNATIVELY
YOU CAN
ALWAYS WEAR
YOUR
PARENTS JEANS
DADS BELT AND
SEVERAL TIMES

WEAR YOUR MOMS JEANS WITH YOUR
MENTION IT QUIETLY

**AS SUMMER DEPARTS
DAYS SWIMMING ENTER THE MIND
SWIM SWIM AT**

**PUBLIC POOLS AT NIGHT
RESERVOIRS
YOUR PARENTS POOL
YOUR AUNTS POOL IN THE HAMPTONS
THE HAMPTONS**

**WEAR
SUNGLASSES
IN THE
POOL**

**WEAR
CLAR
KS**

YES STILL

WEAR YOUR TSHIRTS
EVERSO SLIGHTLY

TOO SMALL

**BUY TWO BLATANT
LUXURY ACCESSORIES**

**DONT WEAR THOUSANDS OF DOLLARS WORTH
OF CLOTHES EVERY DAY
EVEN IF YOU CAN AFFORD IT**

**WEAR BEAT UP OLD CLOTHES
WITH TWO VERY EXPENSIVE
SMALL ITEMS**

**PEOPLE WILL
AUTOMATICALLY
ASSUME YOU ARE**

COOL

BURBERRY SCARVES

LV WALLETS

LV HAIRCUBES

PRADA BAG

COACH HAT

TODS MOCS

YOU KNOW THE SHIT

JUST DONT SHOW OFF

RICH

AND

PEOPLE WILL NOTICE THAT TOO

DONT WANT TO

FLAUNT IT

LIVE IN A BIG CITY

OBVIOUSLY IT IS ACCEPTABLE TO LIVE IN
THE BEAUTIFUL COUNTRYSIDE

PROVIDED YOU ARE ONLY THERE TO GET OUT
OF THE BIG CITY YOU REALLY LIVE IN

PREFE
RABLY
NEW YORK
OR LONDON

DONT LOVE OR HATE LA

TOLERATE

LA

**LIKE MANY SUGGESTIONS
CONTAINED HEREIN
ACCESS THE HIGH AND LOW**

**DRINK HIGH END
IMPORTED BEER OR
SHITTY ASS AMERICAN
BEER**

**DRINK STELLA OR NATTY BOH
DRINK PILSNER URQUELL OR BEAST
DRINK NEWCASTLE OR NATURAL LIGHT**

DRINK FORTIES

**AVOID AS MUCH IRONY AS POSSIBLE
AND
JUST**

DRINK A LOT

ALSO ACCEPTABLE

AMERICAN REGIONALS

WE LIKE

**BROOKLYN LAGER
YUENGLING
MAGIC HAT
RED HOOK
SARANAC
SIERRA NEVADA**

**ALL MIXED
DRINKS
ARE COOL
BECAUSE
DRINKING
IS COOL**

**HOWEVER IF YOU ORDER SOMETHING
LIKE A COSMO OR A SEX ON THE BEACH**

**ORDER WITH
ONE PART PURE SINCERITY
TWO PARTS SELF DEPRECATING HUMOR
MORE THAN ONE FEMALE FRIEND**

**LET EVERYONE TASTE IT BECAUSE THEY WILL SECRETLY
LOVE IT AND PROBABLY ORDER IT NEXT TIME**

**EAT
EDA
MIAM
E**

**WEAR
SUN
GLASS
ES A
LITTLE
TOO
LONG**

**WHEN YOU WALK INDOORS WEAR YOUR
SUNGLASSES ABOUT THIRTY SECONDS TO
A MINUTE LONGER THAN EVERYONE
ELSE REALLY**

**DO NOT HOWEVER
WEAR THEM LONGER
THAN THE EXTRA
THIRTY SECONDS**

**YOU'LL LOOK LIKE A
TOTAL ASSHOLE**

**DONT
WASTE
MONEY ON
EXPENSIVE
SUNGLASSES
UNLESS
THEY ARE
YOUR
BLATANT
ACCESSORY**

**BUY YOUR SUNGLASSES ON THE
STREET**

**BE A MEDIA
ADDICT**

**WE CANT STRESS THIS
ENOUGH READ WATCH
AND LISTEN TO ANY
THING YOU CAN GET
YOUR HANDS ON**

**EVERY
DAY**

SUGGESTIONS TO FOLLOW

LOVE BRIT NEY SPEAR

THE NEPTUNES DO

READ NYLON SURFACE WALL
PAPER DAZED AND CON
FUSED SLEAZENATION
FLAUNT MIXMAG PURPLE DUTCH V W
GRAND ROYAL REMIX ID ARTFORUM WIRED
NEST THRASHER MAXIMUM ROCK AND
ROLL PAPER TIMEOUT VOGUE BAZAAR COM
PLEX SPRUCE HIGHTIMES XXL THE SOURCE
NATIONAL GEOGRAPHIC DISCOVER SOMA
THE ECONOMIST THE UTNE READER MOTH
ER JONES MS PENTHOUSE MUZIK JALOUSE
ELLE COSMO INSTYLE PEOPLE ENTERTAIN
MENT WEEKLY ADBUSTERS ARTBYTE ART
IN AMERICA CITIZEN K THE FACE LUCKY
TEEN SEVENTEEN PRINT VISIONAIRE BIG
LIST NUMERO WWD ROLLINGSTONE SPIN
ANOTHER MAGAZINE JANE DWELL COLORS
BLACKBOOK CLEAR TATLER BRITISH VOGUE
FADER THE NEW YORKER TEARSHEET
BOMB HARPERS VANITY FAIR INTERVIEW
PREMIERE ARKITIP INDEX TV GUIDE URB
XLREIGHTR MIXER AP CMJ VICE MERGE
HERMENAUT POP NOVA MIXTE SMOCK
ARENA HOMMES PLUS LOADED THE FASH
ION PARKETT SPOON PLAYBOY THE NEW
YORK TIMES MAGAZINE FRIEZE CRASH BT
BEIKOKU THE NEW YORK REVIEW OF
BOOKS THE NEW REPUBLIC GIANT ROBOT

YOU SHOULD HAVE SEEN ROCKY THE ROYAL
TENENBAUMS RUSHMORE BOTTLE ROCKET BRING IT ON SAVE
THE LAST DANCE DROP DEAD GORGEOUS ERASERHEAD MUL
HOLLAND DRIVE APOCALYPSE NOW ORDINARY PEOPLE ALIEN
TWO THOUSAND ONE A SPACE ODYSSEY THE EMPIRE STRIKES
BACK THE STRAIGHT STORY RAGING BULL TAXI DRIVER THE
GODFATHER CHARLIES ANGELS TRON GOONIES BREAKFAST
CLUB UNCLE BUCK HOW HIGH SIXTEEN CANDLES FRIDAY
CHEECH AND CHONG THE LOVE BUG SLEEPER MANHATTAN
NASHVILLE THE HARDER THEY COME GIMME SHELTER WET
HOT AMERICAN SUMMER MARY POPPINS THE DARK CRYSTAL
THE YELLOW SUBMARINE KIDS QUADROPHRENIA GRASS
THE GRADUATE ROSEMARYS BABY SNEAKERS THREE DAYS
OF THE CONDOR JAMES BOND THE BIRDS A CLOCKWORK
ORANGE THE SHINING PULP FICTION DO THE RIGHT THING
SLAM YOU CAN COUNT ON ME THE ICE STORM MANHATTAN
PROJECT WAR GAMES THE JERK AUSTIN POWERS BEING
JOHN MALKOVICH DEEP THROAT CINDERELLA TWO THOUSAND
SHAKES THE CLOWN ON THE WATERFRONT CITIZEN KANE
AKIRA CALIGULA RAN DANCER IN THE DARK RUN LOLA RUN
CARNAL KNOWLEDGE HIGHER LEARNING SEXY BEAST DUEL
JAWS SUBURBIA NICO ICON BASQUIAT WILD STYLE FEAR AND
LOATHING IN LAS VEGAS EASY RIDER BLOWUP THE TERMI
NATOR THE ABYSS SOLARIS TEN THINGS I HATE ABOUT YOU
DESPERATELY SEEKING SUSAN MATEWAN DUDE WHERE'S MY
CAR CABIN BOY CADDYSHACK FANTASIA HORSE FEATHERS
TWINPEAKS PI THE BEACH SHREK NERDS ANIMAL HOUSE
BLUES BROTHERS FERRIS BUELLERS DAY OFF PRETTY IN
PINK ONE FLEW OVER THE CUCKOOS NEST TWELVE MONKEYS
FIGHT CLUB DINER PECKER HAIRSPRAY SOAP DIE HARD THE
MATRIX NIGHT ON EARTH THE DAY THE EARTH STOOD STILL
PLANET OF THE APES YOUNG EINSTEIN SWISS FAMILY
ROBINSON ROGER AND ME THE BIG ONE PRETTY WOMAN AIR
PLANE ALICE IN WONDERLAND ALTERED STATES BATMAN
RODAN FALLING DOWN TREMORS SLUGS DEFENDING YOUR
LIFE LEGALLY BLONDE DTMTBD MOULIN ROUGE GATTACA
THE VIRGIN SUICIDES GROOVE DOWN BY LAW BULLY
EVERY MOVIE EVER MADE

GET DIGITAL CABLE AND WATCH IT

**WATCH THE STYLE
CHANNEL AND
MUCH MUSIC**

**WATCH ET
WATCH^{MTV}
SIXTY
MINUTES**

WATCH WILD ON THE LAS VEGAS STRIP

GO OUT ON SUNDAY AND THURSDAY
NIGHTS
IF NOT EVERYDAY OF THE WEEK

RUIN

YOUR

SATURDAY

MORNING

SUCCUMB TO PEER PRESSURE WE ALL

DO

DRUGS

AND YOU SHOULD TOO

HIERARCHY OF CONSUMPTION

NICOTINE
ALCOHOL
POT
EPHEDRINE
COKE
BENZOS
RITALIN

E
OPIUM
ACID
MORPHINE
K
SHROOMS
MESCALINE

START AT THE TOP
WORK YOUR WAY DOWN

PLEASE
DONT
BE
AFRAID
TO

DANCE

BECAUSE
YOU'RE
GONNA
HAVE
TO

WE
REALLY
NEVER
USED
TO

DANCE

BUT
NOW
WE
LOVE
TO

ALL
THE
MODELS
DRINK
AND

DANCE

AND
REALLY
IT'S
FUN
TO

YOU
FEEL
SEXY
WHEN
YOU

DANCE

JUST
GO
OUT
THERE
AND

STAY
IN
YOUR
APT
AND

DANCE

FIND
A
SWEATY
CLUB
AND

CUTE
PEOPLE
WILL
WATCH
YOU

DANCE

STARE
INTO
THE
MIRROR
AND

KICK
DRUM
LOOPS
MAKE
YOU

DANCE

PLAY
OLD
TIFFANY
RECORDS
AND

IMPRESS US WITH YOUR EXPANSIVE KNOWLEDGE OF MODERN MUSIC

MUSIC IS FREE NOW
LEARN UP

OPERATION IVY
FLEETWOOD MAC
BRUCE SPRINGSTEEN
THE ROOTS
NICK WARREN
WILLIE NELSON
TIFFANY
LES RYTHMES DIGITALES
WE
JEFFERSON AIRPLANE
YOKO ONO
JIMMY CLIFF
THE PROMISE RING
DJ OBERT
FORTISHEAD
BIKINI KILL
LUKE SLATER
CYNDI LAUPER
BLONDIE
TEXAS IS THE REASON
MOBY
MISSY ELLIOTT
LED ZEPPELIN
BILLY BRAGG
SUNNY DAY REAL ESTATE
AUTECHRE
PUBLIC ENEMY
DEL
BRITNEY SPEARS
REDMAN
JOHN DIGWEED
KRAFTWERK
DEPECHE MODE
TORTOISE
DANNY HOWELLS
RENNIE PILGREM
TRAVELLING WILBURYS
KOOL KEITH
GRASS
SMASHING PUMPKINS
SAFETY SCISSORS
WU TANG CLAN
MARK FARINA
CHER
GEORGE CLINTON

BASSMENT JAXX
NEIL YOUNG
THE BEATLES
JAY Z
RAIAN ENO
JOHNNY CASH
MADONNA
AMON TOBIN
ELVIS PRESLEY
JEFFERSON STARSHIP
JOHN CAGE
HANK WILLIAMS
SWAYZAK
DJ SHADOW
BORK
TRICKY
PHOTEK
GENESIS
THE RAMONES
BILLE AND SEBASTIAN
JAMES HOLDEN
STEVE REICH
TOM PETTY
LEONARD COHEN
SONIC YOUTH
DUBTRIBE SOUNDSYSTEM
ULTRA MAGNETIC MCS
BLACK SHEEP
BEASTIE BOYS
MOSS ICON
SANDER KLEINENBERG
CAN
NEW ORDER
STEREOLAB
NEGATIVLAND
NICO
THE EAGLES
JOHN DENVER
DEAD KENNEDYS
PROPAGANDHI
JOHN COUGAR MELLENCAMP
NWA
HIPFE AND HALO
LE TIGRE
FUNKSTORUNG

KRUDER AND DORFMESTER
NSYNC
HERBALISER
DEEP DISH
CRAIG RICHARDS
HEART
STEWART WALKER
APEX TWIN
THE WHO
THE ROLLING STONES
BOB MARLEY
SAUL WILLIAMS
MICHAEL JACKSON
UNKLE
SERGE GAINSBORG
DAFT PUNK
TEEBEE AND K
TALKING HEADS
JAPN JAZZ
RAINER MARIA
TIMBALAND
JANIS JOPLIN
BOB DYLAN
NIRVANA
FLAID
DR DRE
DE LA SOUL
ABBA
BCK
OUTKAST
GEORGE WINSTON
THE CURE
FUGAZI
DREAM
WAY OUT WEST
THE VELVET UNDERGROUND
CULTURE CLUB
HYBRID
DEAD MILKMEN
MATMOS
AFRIKA BAMBAAATAA
RONI SIZE
DILATED PEOPLES
IGGY POP
SATOSHI TOMII
AND EVERYTHING ELSE EVER RECORDED
THIS IS JUST A START

**CROSS YOUR LEGS
KNEE OVER KNEE
KEEP AN EYE ON
YOUR POSTURE
LOOK PEOPLE IN
THE EYE
SPEAK WITH AS
LARGE A
VOCABULARY AS
POSSIBLE
DO EVERYTHING
YOU DO WITH
GRACE**

**BE PROUD OF WHERE YOU CAME FROM
BUT BE HAPPY YOU ARE HERE NOW**

**SPEND WAY TOO MUCH
ON EXTREMELY
OBSCURE SNEAKERS**

**AND BUY AS MANY
PAIRS AS POSSIBLE**

**TWO PAIRS
MINIMUM**

**GO FOR LIMITED EDITION COLORS AND STYLES
AND FOREIGN RELEASES**

READ JAPANESE SNEAKER PIMP WEBSITES

**ONE PAIR
OLD
SCHOOL
PURCELLS
CHUCKS
SHELL TOES
SAMBAS
PUMAS
PONYS
ROOS
KEDS**

**ONE PAIR
NEW
SCHOOL
RIFTS
PUMP FURYS
AIR MAXS
PRESTOS
ZOOM AIRS
STAR RACERS
MEIS
JORDANS**

**CUSTOMIZE
YOUR
CLOTHES**

**WE KNOW WHATS OFF THE RACK AND
WHAT'S NOT**

**BESIDES NOTHING IS MORE FUN THAN
TEARING INTO A PERFECTLY FINE
GARMENT**

USE

**BLEACH
SPRAY PAINT
MARKERS
SCISSORS
RAZOR BLADES
SAFETY PINS
SEWING MACHINE
SCREENPRINTING
IRON ON TRANSFERS
DYE
DIRT**

**LIVE
BEYOND
YOUR
MEANS**

**WORK
AS LITTLE
AS
POSSIBLE
HARD**

ACQUIRE A BASIC WORKING
KNOWLEDGE OF

LITERATURE
CRITICAL THEORY
POSTMODERNISM
ART HISTORY
DIGITAL IMAGING
GEOPOLITICS
PAINTING
LINGUISTICS
LOGIC
PHOTOGRAPHY

RELIGION
FRENCH
FEMINISM
SOCIOLOGY
MUSIC THEORY
WORLD HISTORY
GEOGRAPHY

AND
CARPENTRY

YOU WILL PROBABLY
NEVER DISCUSS
THESE THINGS WITH
US
BUT WE SAY WE
KNOW THIS SHIT

SO YOU
SHOULD TOO

NAMES TO DROP

ACCONCI
ADORNO
ALBERS
ANTONIONI
BARTHES
BAUDRILLARD
BORGES
BUREN
CHOMSKY
DARWIN
DEBORD
DELACROIX
DERRIDA
DIDION
DUCHAMP
FOUCAULT
FREUD
GILBERT-ROLFE
GODARD
HAACKE
HAWKING
HEGEL
HEIDEGGER
HICKEY
HIRST
INGRES
JOYCE
JUDD
LAGAN
LEARY
LYOTARD
KOSUTH
KURZWEIL
MACLUHAN
MARX
MCROBBIE
MOOG
NIETZSCHE
SAID
SARTRE
SAUSSURE
SHULGIN
STEINEM
WOOLF

BE LIBERAL

REPUBLICANS WILL NEVER BE
FASHIONABLE

WE MAY TALK TO THEM IF THEY
ARE RICH AND POWERFUL ENOUGH

BUT BECOMING FRIENDS IS OUT OF
THE QUESTION

THEY OPPOSE ALL THAT WE LOVE

BESIDES
REAGAN WORE A BROWN SUIT
AND

THE PEARLS
FOR CHRISTS
SAKE THE
PEARLS

EMO KID HIPPIE CRUSTY PUNK B
BOY HARDCORE KID HOUSEHEAD DJ
ARTFAG CANDYRAVER CLUB KID
HOMECOMING QUEEN ANARCHIST POP
ACTIVIST STONER INTELLECTUAL MC
JOCK DEBUTANTE ITGIRL GRAFITTI
ARTIST QUEER COMMUNIST WRITER
PRODUCER FREELANCER STRAIGHT
EDGER DRUNK PREPPY BOARDING
SCHOOLER BAND KID ROLEPLAYER
FILMMAKER TRAVELLER CONSUMER
SKATER GRAPHIC DESIGNER READER

BE EVERYTHING ALL AT ONCE

INDYROCKER NERD CHEERLEADER
VOLUNTEER ENTREPRENEUR DRUM N
BASS KID SLUT SOUTHERNER ARMY
BRAT PHILOSOPHER ACTOR EDITOR
METALHEAD FREAK PROGRAMMER
SNOB MARXIST MOD PERFECTIONIST
REDNECK VALLEY GIRL ECOTERRORIST
DORK CONCEPTUALIST PERFORMER
SHOPPER EGOTIST MODEL BREAKER
BARTENDER DANCER FAN STUDENT
COUNCIL PRESIDENT DRUG DEALER
GEEK BARISTA FASHIONISTA STUDENT

TRA

FREQUENTLY

VEIL

FLY

COACH

ORDER

CHAMPAGNE

AFTER YOU ARE FINISHED
ASSEMBLING AN OUTFIT

**TAKE ONE
ITEM AND
MAKE IT
SLIGHTLY
ASKEW**

DONT LOOK TOO PUT
TOGETHER
LOOK LIKE YOU TRIED
BUT NOT TOO HARD
BE SKILLFULLY
DISHEVELLED

ROTATE YOUR BELT BUCKLE
UNTIL IT SITS ON YOUR HIP
WEAR A PIN A LITTLE TOO HIGH
ON YOUR CHEST

ROTATE YOUR HAT TEN DEGREES TO THE RIGHT
TIE YOUR SCARF AT THE BACK OF YOUR NECK

ROLL UP ONE
SLEEVE HIGHER THAN THE OTHER
MAKE THE STRAP ON YOUR BAG
TOO LONG OR TOO SHORT

ITS THESE LITTLE THINGS THIS ULTIMATE ATTENTION TO
VISUAL DETAIL THAT SETS US APART EXAMINE AND SCRU
TINIZE EVERY ASPECT OF YOUR OUTFIT CAN YOU MAKE IT
BETTER DO YOU LOOK TOO TECHY TODAY ADD A CARDIGAN

WEAR
YOUR
GIRL
FRIENDS
CLOTHES

**AND KNOW
WHAT FITS
IN WOMENS
BOY SIZES
FRIENDS**

HER BELTS ARE
THE BEST

ARE GOOD TOO GO FOR HIS MOST BOY
ISH ITEMS

RUSTIC
VESTS AND SHIRTS
ALWAYS DO THE TRICK
AND DONT FORGET
HIS TIES

WHEN ENTERTAINING REMEMBER THAT YOU ARE INVITING YOUR GUESTS TO SHARE YOUR LIVING SPACE IT IS VERY IMPORTANT TO MAKE US FEEL COMFORTABLE AND LIKE WE SHOULD ACTUALLY BE THERE YOUR HOME SAYS A LOT ABOUT YOU SO MAKE THAT WORK FOR YOU

A FEW GOOD RULES TO LIVE BY

CLEAN UP FOR YOUR GUESTS
DIM THE LIGHTS
ALWAYS HAVE A BEER TO OFFER
ALWAYS HAVE SOME MUSIC PLAYING
PICK YOUR MUSIC BASED ON YOUR GUESTS FOR EXAMPLE IF YOU LIKE MINIMAL TECHNO BUT YOUR GUESTS ARE INTO SUPERCHUNK COMPROMISE ON Q BURNS
ALWAYS HAVE A BOTTLE OPENER A WINE KEY AND SOME TONIC
EVEN IF YOU STILL DONT SMOKE HAVE AT LEAST ONE ASHTRAY AND A LIGHTER OR TWO
TURN OFF THE TV BEFORE THEY GET THERE AND LEAVE IT OFF UNTIL THEY LEAVE
WATCHING A MOVIE OR SMOKING UP ARE OBVIOUS EXCEPTIONS

GUESTS

YOU HAVE A FEW RULES TOO

ALWAYS ASK BEFORE YOU SMOKE
EVEN IF YOU KNOW ITS OK
NEVER SHOW UP EMPTY HANDED
BRING ENOUGH BEER FOR YOUR CREW AND THE HOSTS

WHEN WALKING ANYWHERE
WALK WITH A PURPOSE
WALK WITH A STYLE
LET YOUR HEEL HIT FIRST
THEN ALLOW YOUR WEIGHT TO ROLL ONTO YOUR TOES
STRUT
BUT ONLY IN THE MOST BARELY PERCEPTIBLE WAY
LEAN BACK
AND WALK BRISKLY

WHEN ARRIVING AT A BAR OR PARTY
MAKE AN ENTRANCE
SPLASH THROUGH THE DOOR
AND GIVE YOUR HUGS
GRAB DRINKS FOR YOURSELF AND COMPANIONS
SMILE
AND STAKE OUT A GOOD CORNER TO SINK INTO
RELAX
AND LET PEOPLE COME TO YOU

WHEN DOING SOMETHING ILLEGAL IN PUBLIC
DONT WORRY
BREATHE SLOWLY
AND ACT LIKE YOU ARE DOING YOUR JOB
WHETHER SMOKING A JOINT OR PUTTING UP A PIECE
PLAN
AND THEN ENACT THAT PLAN
ENJOY
BECAUSE YOUVE GOTTEN AWAY WITH IT

WHEN INTRODUCING YOURSELF
SHAKE HANDS
BE INTERESTED
AND GIVE THEM YOUR FULL NAME
WHEN ASKED WHAT YOU DO OFFER UP YOUR CREATIVE PASSION
PHOTOGRAPHY SAY
AND AVOID DISCUSSION OF YOUR JOB
UNLESS
YOU ACTUALLY GET PAID TO TAKE PICTURES

WHEN DISCUSSING COLOR
BE CAREFUL
WATCH WHAT YOU SAY
AND WADE SLOWLY INTO THIS TOPIC
BECAUSE WE ARE VICIOUS AND WE KNOW IT ALL
HYACINTH
IS NOT THE NAME OF A COLOR
EXCEPT
IN LINE AT HOME DEPOT

WEAR LARGE
AMOUNTS OF
**BLACK
AND
TAN**

**WAKE UP ON
A STRANGERS
COUCH**

**LATER
REALIZE
IT WAS AN
EAMES
ORIGINAL**

DO NOT LEAVE THE HOUSE UNTIL YOUR
HAIR
IS RIGHT

THE FIN IS THE NEW MULLET

LEARN TO LOOK IN FRONT OF CAMERA

YOU ARE PROBABLY BEING PHOTOGRAPHED
EVERY TIME YOU GO OUT SOMEONE HAS A
CAMERA LOOK GOOD ITS NOT THAT HARD
LEARN WHICH ANGLES MAKE YOU LOOK BEST
AVOID ANY LIGHTING SITUATIONS YOU KNOW
ARE ATROCIOUS ITS OKAY TO
GO AHEAD AND POSE

TAKE INTRO TO PHOTO
THE WHOLE FASHION WORLD IS
BUILT UPON THE IDEA OF THE
PHOTOGRAPH

WE WOULD NOT EXIST
WITHOUT THEM

**LEARN TO CONSTRUCT
BEAUTY**

LEARN TO TAKE PICTURES

**WEAR
TWO
ACCESSORIES
TO O
MANY**

**EVERY THING YOU
NEED TO KNOW IS
ON THE INTERNET**

EBAY.COM
GOOGLE.COM
CRAIGSLIST.COM
THEBLOWUP.COM
FASHIONFINDS.COM
YESSMOKE.COM
CAFEGLOBE.COM
GIRLYNATION.COM
FASHIONWIDE.COM
MOTHMAG.COM
ARCHINECT.COM
MEMEPOOL.COM
FLIPPLOPFYIN.COM
ZINGMAGAZINE.COM
DANCESAFE.ORG
SKIM.COM
MKS.JP.ORG
GRAFITTI.ORG
LEVITY.COM
SNPP.COM
CITYLIGHTS.COM
MAPS.ORG
THEYRULE.NET
ENKAMANIA.COM
TECHNO.CA
DERUSH.NET
APPARELNEWS.NET
TOKYOCLASSIFIED.COM
FASHIONWINDOWS.COM
BUZZ.YAHOO.COM
FASHIONFOLLOWER.COM
ANATOMIQUE.COM
BUTTMAGAZINE.COM
COOLGIRLSJAPAN.COM
FASHIONWIREDAILY.COM
SHOWSTUDIO.COM
FASHIONWHORE.COM
FASHIONCLICK.COM
SONICSTATE.COM
HUNGRYFORDESIGN.COM
VIRTUALRUNWAY.COM
SPOON-MAGAZINE.COM
FASHION-PLANET.COM
ATOUCHOFCLASSUSA.COM
POPJUSTICE.COM
HYPERREAL.ORG
ARTANDCULTURE.COM
FUTUREFARMERS.COM
DESIGNISKINKY.COM
LAFILMFASHION.COM
NANTUCKETKNOTWORKS.COM
SPINEMAGAZINE.COM
POPMATTERS.COM
DEEPSEAT.NET
NEEN.ORG
ROOR.DE
SENSU.COM
FASHION.NET
LUCIRE.COM
ZOO WORLD.NET
ITFASHION.COM
SHIFT.JP.ORG
FASHION.AT
POPBITCH.COM
AMMOCITY.COM
BOILERMAG.IT
TOKION.COM
XPANDER.NL
DEBUTMAG.COM
ZOOZOOM.COM
COOLHUNT.NET
HINTMAG.COM
FLYERART.COM
INDYMEDIA.ORG
LUMIERE.COM
DOLCEVITA.COM
FUK.CO.UK
DRESSLAB.COM

**PROPER USE OF LANGUAGE IS IMPERATIVE
WE HAVE TO KNOW WHAT YOU ARE SAYING
AND MORE IMPORTANTLY YOU HAVE TO
UNDERSTAND US**

LOOK UP AND LEARN THE FOLLOWING

VOCAB WORDS

ASDR
AFTERTOUGH
AQUATINT
ARCHIVAL
AURA
BAMA
BANK
BESPOKE
BIAS CUT
TO BLAZE
BOBBIN
BOXFRESH
BREAKBEAT
TO BUFF
TO BE BUNK
TO BE CASHED
CENTRAL ST MARTINS
CHIAROSCURO
CHOATE
CLIPPING
COLETTE
TO COMMODIFY
COMP
CONNOTATION
COUTURE
TO BE CRACKED OUT
GRAVAT
TO CRIT
CROCKING
CRUNK
DANCEHALL
DECKLE
DEUCE
DISCOURSE
DIY
DUBPLATE
EIGHT BALL
FLUXUS

FPO
FROU FROU
GAIN
GLISS
GLITCH
GLOSSIES
GOSS
HEAVY HANDED
HIGH STREET
IDM
IMAGESETTER
TO INTERROGATE
IRONY
JUNGLE
KAFTAN
KERNING
KIF
KIND
KITSCH
LFO
LIVE WORK
MARIMEKKO
MASAGO
MATCHPRINT
MITSUBISHIS
MOIRE
MOOD WALL
TO MOTIVATE
NCR
NEG
NUG
ONEOFF
ORGANIC
THE OTHER
OXYACETYLENE
PANTONE
PENTAGRAM
PERCALE

PICA
PIQUE
TO POP N LOCK
TO POSIT
POSTMODERN
POSTSCRIPT
PUBLIC PRIVATE
RAITA
RASTERIZED
RED ROCK
RED SHIFT
RINGSPUN
RISD
RIZLA
TO ROLL
SAMPLE SALE
SATURATION
SELVAGE
SEMIOTICALLY
SG
SHAKE
SIDWELL
SIGNIFIER
TO SPIN
SUB BASS
TEARSHEETS
TECH HOUSE
THIRD STOP
TK
TO BE WEEDED
WHISKERS
THE WHITE CUBE
WHITE LABEL
X HEIGHT
XYLENE
YADDO
TO BE YOUNG
ZEITGEIST

**THE TWO
MOST
IMPORTANT
RULES
ARE**

**WHEN IN
DOUBT
LOOK TO
THE CATCHER
IN THE RYE**

**AND
EVERYTHING
IS ABOUT
CONTEXT AND
SEX APPEAL**

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AESOP ROCK
ARE WEAPONS
ARLING AND CAMERON
AUBREY
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RACHEL BANK
ROBIN DERRICK
ROE ETHRIDGE
RYAN MCGINLEY
TERRY RICHARDSON
VANINA SORRENTI

WEAR CLEAR SUNGLASSES GET

BUY AN IPOD **BUY** VACATION AT YOUR COUNTRY HOME **A** USE BLACKLETTER TYPE FACES **ROCK** DRINK **BUY** SOY MILK **RUSSIAN** SELL OUT **LEATHER** FUCK BUY **JEWELRY** LISTEN TO THE **WEAR BAND** **CRAFT** NEW **BUTTONS** EST **NPR** CUT YOUR MULLET CALL IT ELECTROCLASH **CELL PHONE**

BAG WEAR A PEASANT GO

BUY ORGANIC **BLOUSE** WEAR WHITE HEELS **GUYS** DRINK SHIRAZ TO **GALLERY** OPENINGS

FOL AN WEAR

GO TO THE RIGHT PARTIES **FOL** DRINK RED BULL **WEAR** WEAR LE HAVE WILD SEX COQ SPORTIF WEAR A NEWSBOY GAP **AN** WEAR WHITE **THIS SUMMER**

DRESS LIKE A HIPPIE

GET WAIT LISTED AT HER MES **LOW** BE A SUPER STAR **ASCOT** TRY **HOLI** TAKE STIC CABS **GUYS CANT** **RESIST** **MEDICINE**

USE YOUR LESPORTSAC A SIDE PONYTAIL

EAT SUSHI WEAR **THE** **TRENDS** MARC SLEEP **SPORT A JACOBS** **BOTTLES** **GET UPSOLD** RIDE A VINTAGE BICYCLE **SWEATBAND** **ON LIQUOR**

LOOK

WITH

A

STYLISH

PIERCING

QUESTIONING

EYE REMEMBER WHAT YOU SAW

AT AND STEAL IT

EVERYTHING

AND

EVERYONE

YOU

PASS

TODAY

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IN NEW YORK CITY

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