

WWD TUESDAY

Ready-to-Wear/Textiles

MEMO PAD

STUFFED WITH STYLE: For Stuff's third annual "Style Awards," the Dennis Publication title searched for an eclectic mix of fashion renegades. Making this year's list of 35 honorees were Miami Heat guard and Sean John model **Dwyane Wade**, L-R-G designers **Jonas Bevacqua** and **Robert Wright**, **Kevin Federline** (aka Mr. Britney Spears), deceased punk Sid Vicious and actor **Johnny Knoxville**, who was named "Style Man of the Year."

To fete some of the honorees in Los Angeles last week, Stuff carpeted the rooftop of ArcLight Cinemas' parking garage with black Astroturf and transformed it into the ultimate playroom for dudes. Between checking out leggy ladies in little cocktail dresses, male guests played video games and munched on junk food that was paired with fine wines from Dancing Bull (cabernet

sauvignon for McDonald's hamburgers and merlot for Domino's pizza — clearly Stuff knows its readers' dietary habits).

Those who came to check out the performance by Eagles of Death Metal included **Lindsay Lohan**, **Mena Suvari**, designer **Jennifer Nicholson**, **Jared Leto** and No Doubt's bleached-blond bassist **Tony Kanal**.

"Style is not limited to the clothes on your back," said Stuff publisher **John Lumpkin**. "It's everything else you consume — the attitude [and] the lifestyle. It's what L.A. is all about."

Style also infuses ad pages. Since Stuff's first style issue debuted in October 2004, advertising from fashion and footwear companies increased more than 40 percent and became the largest ad category for the magazine, Lumpkin said. The October 2006 edition includes promotions from Phat Farm, Lucky Brand Jeans' fragrance Lucky Number 6, Levi's, Company 81 and K-Swiss.

As a result, Stuff has expanded its style coverage. In the upcoming November issue, the title will introduce a new column christened "Watchdog," which will highlight men's timepieces. Also coming in December is the debut of "The Style Advisor," in which male celebrities give advice to readers. Actor **Omar Epps** is the first guest columnist. — **Khanh T.L. Tran**