

LUXURY WITHOUT COMPROMISE

Robb Report



*Have You
Heard?*

The 33 people, places
and things to know
right now.*

*and the 5 to avoid

MAY 2019

PEOPLE

Fashion's Peter Pan

12 You know him as Ralph Lauren. Last year may have been all about his 50th anniversary, but far from being an excuse to slow down, that milestone and the spectacular celebration at Central Park's Bethesda Terrace last summer appears to have reenergized the designer, making him more relevant than ever. For fall, he has dusted off his perennially preppy style with an elegant lineup of women's and men's fashion infused with unexpected playfulness. The menswear collection proves his sartorial style has an edge; camo-tweed jackets and printed corduroy suits stood out among the layers of velvet and cashmere. He also dug into the archives for motifs and hardware that he recast with youthful ease: the classic horse bit hand-painted on denim pants and jackets; tartan patterns on silk bomber jackets and leather shoes; vintage ski-poster prints emblazoned on puffer jackets and cozy knits. Ralph has proven that 50 years in, he's just getting started. J.N.

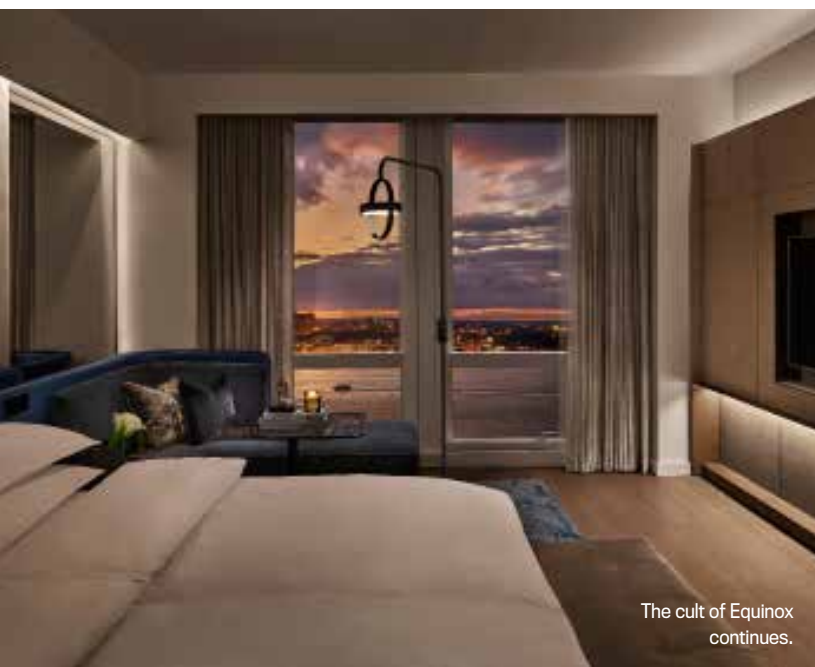


Ralph Lauren's fresh take on the suit for fall.

THINGS

Transparent Rocks

13 We know our coffee beans were grown in Indonesia, our suits hand-sewn in Italy. Why shouldn't we demand the facts about where our gems were mined? In recent years, some jewelry companies have offered a degree of assurance that their diamonds come from "conflict-free" zones, but Tiffany & Co. has just raised the bar on ethics. Its new Diamond Source Initiative traces the country of origin of each and every newly sourced, individually registered Tiffany diamond (0.18 carat and up). Coming from one of the world's largest high-end jewelry retailers, this newfound transparency will likely inspire copycats, and knowing your stone's country of origin will soon be an industry standard. Buying a new sparkler never felt so good. J.N.



The cult of Equinox continues.

PLACES

Spring Equinox

14 Until Equinox came along, even the most expensive gyms were sweaty, unsexy affairs. But the New York-based brand, which helped popularize the concept of the luxury health club in the 1990s, has turned fitness into an ultracool (and still sweaty) lifestyle experience with its high-end amenities, highly attractive staff and high-concept marketing campaigns that make you wonder whether you're joining a gym or some kind of cult. Now Equinox is attempting the same with hotels: This June, the brand will open its first hospitality experience in Manhattan's new Hudson Yards development, promising, in its usual

hyperbolic fashion, to blend "the science of fitness [and] the art of travel."

What that means is "dark, cool and quiet" rooms for optimal sleep; healthy(ish) cuisine from James Beard Award-winning restaurateur Stephen Starr; and a 60,000-square-foot gym that will put the brand's other facilities to shame. Beyond hundreds of group fitness classes, the hotel will offer a SoulCycle studio, indoor and outdoor pools, and one-on-one training and recovery programs. The brand will expand later this year with a Frank Gehry-designed hotel in Los Angeles, and it recently debuted a new travel company that creates bespoke experiences, from summit-chasing in Morocco to hiking in the Adirondacks, for its fitness-obsessed clientele. Which leads us to wonder: Is Equinox determined to take over the travel world? If it means rock-hard abs for everyone, we can't say we mind at all. (equinox-hotels.com) J.C.