

ÖVRFLÖD



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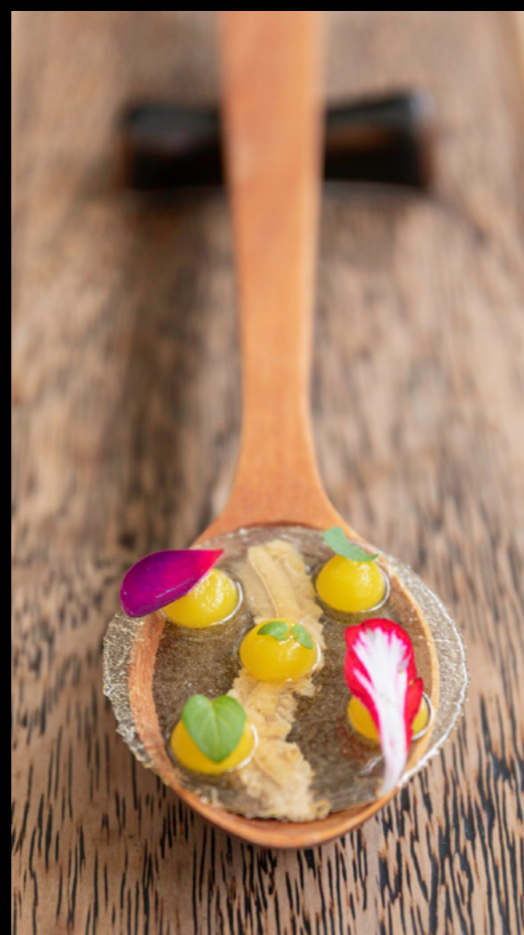
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THE NEW HAUTE COUTURE FOR MEN

Fashion is evolving and leaving behind the established canons in order to advance towards a more inclusive industry by breaking with the traditional rules, such as genre in fashion, plus sized models, technology for textiles and queer tendencies. As a consequence, the French brand Givenchy presents, for second occasion, different outfits for gentlemen in the *Haute Couture* Fashion Week, which traditionally includes women's collections only.

After Riccardo Tisci left, British designer Clare Waight Keller becomes the new Artistic Director and the first woman to be at the front of the brand. Waight Keller, since her first collections, has given a new image to the French maison. This new image gives birth to the new Givenchy man, setting a precedent for the new collections, through the use of elements such as: minimalist tailoring, sport influence and a neutral and warm color palette.

One of Waight Keller's proposals for Givenchy was to include male presence in the Autumn-Winter 2018 and Spring-Summer *Haute Couture* collections. Both collections are complementary and include contrasting aspects, such as: business suits with beadwork, trench coats with metallic fabrics and unconventional tailoring. The coherence between collections is achieved by adding allure and the incorporation of the essence of the *Haute Couture*.



Text: IZZAN D'MONTOYA

Photos: Cortesía.

Will *Haute Couture* become relevant in men's fashion?

Handmade processes, limited audience, high quality finishes, small production, luxury and exclusivity equal Haute Couture. However, it is necessary to ask whether Haute Couture will seduce men or will it turn to be equal to a prêt-à-porter collection piece.

Since the 19th century Haute Couture only showed women's collections under the regulations of La Fédération de La Haute Couture et de la Mode with specific rules, such as: a specific number of outfits in each collection, artisanal fabrication and limited distribution. Moreover, Haute Couture has always been a lab for the unconventional, with clothes that require a great quantity of labor, nearly perfect tailoring and absolute quality in textiles.

Through risk taking in the Haute Couture week, Clare Waight Keller, seeks to break paradigms through the inclusion of gentlemen clothes with an unusual degree of sophistication. This collection is targeted to trendsetter men that want to go further in fashion. In addition, she proposes a collection that is wearable and that can be matched with prêt-à-porter clothes and used in a vanguard and cosmopolitan context.

On the other hand, Italian brand Dolce & Gabbana, in recent years, has presented Alta Sortteria with the highest standards and similar quality to the French houses. The Italian house has resorted to artisanal materials, out of common and tailor-made proposals. However, these collections are not considered Haute Couture because they are not authorized by La Fédération

de La Haute Couture et de la Mode.

It is possible to observe an evolution of Haute Couture towards a more inclusive culture, always keeping its characteristic elegance and care in materials and elaboration. For instance, Waight Keller's renovation for Givenchy looks to the future without losing the essence of Hubert de Givenchy, just as Dolce and Gabbana develops Alta Sortteria.

Will Haute Couture become relevant in men's fashion? Will the current standards for Haute Couture change in the future? Time and evolution in the upcoming collections might present us with the answer.



MENSWEAR



LOUIS VUITTON'S FALL-WINTER 2019 MENSWEAR

Text: ROBERTO ALCÁNTARA

Photos: Courtesy.



*“And when things fall
apart, you’ll remember one
day”.*





Famous words uttered by Michael Jackson in his song One Day , which echo even now, years after his unfortunate demise.

Now, inspired by the life and times of the King of Pop, Virgil Abloh has created Louis Vuitton’s 2019 Fall-Winter menswear collection.

Unveiled on a stage in Paris set to look just like a New York street featured in the Billie Jean video, the collection features boyhood and universality as its central themes. Several different looks use multiple layering on monochromatic fabric to create a distinct aesthetic.

This also achieves a loose, broad silhouette, inviting to think of inclusivity. Muted tones in different ranges of gray prevail in most of the outfits, mixing up long vests under blazers, wide, fluid pants and fluttering long drapes not dissimilar to a skirt. Trousers for this collection are not slim fit, all the contrary, they all flow and tend to flare right above the shoe, usually a cutting-edge sportswear shoe, as has been customary in the past seasons.

Taking directly from Michael Jackson’s influence, Virgil Abloh’s pieces mix several luxurious techniques: crystal-beaded jackets, gloves, and handbags; military paraphernalia; top hats lathered with holes; and an iconic loose-fitting, white, long-sleeved shirt are all centerpieces of the fashion show, evoking Jackson’s own life and imaginations, within which Abloh draws a parallel with any boy’s life.

Mixed in the lot one can also find instrumental pieces made from flag prints and African maps in repetitive, enormous fashion. All of these follow Abloh’s discourse on today’s society: always centered in Europe and America, this time, the lens is fixed on the other side of the globe.

The boldest pieces in the collection feature a

deep, bright red and, outstandingly, a full purple suit in which Alton Manson, a dancer, did a performance throughout the night mimicking Jackson’s Peter Pan-like persona.

Overall, Abloh’s work is just what the brand and the public expected from him. He is a sophomore in the fashion industry, someone entrusted to carry out Louis Vuitton’s legacy of global vision and unifying brand. He is a designer of the 21 st century, excluding boundaries, he opens the brands of old to the new generation, he brings to fashion all in what boys and kids believe nowadays.



HOMME TAKING CARE OF MASCULINE ELEGANCE

Text: BRENDA MARTÍNEZ.

Photos: ERIK LÓPEZ & MAX SÁMANO.





Located in one of the most cosmopolitan areas in Mexico City, we find Homme Grooming Center, a seductive space solely dedicated to male personal care. With an atmosphere set like only Fernando Raphael can, this hotspot transports you to a luxurious experience from the moment you step inside, and it also helps you disconnect from urban chaos and relax with their premium service, since business partners Emmanuel Sierra and Erik Zuckerman are determined to make this place the best.

With a sophisticated English style and perfect décor, this Grooming Center has a wide range of services, including: barber shop, hairstyling, facial and body treatments, and waxing. Everything is ready for a gentleman to be taken care of by an excellent staff.

The lobby will welcome you with its personality, making you feel at home, ready to rest and be pampered. In addition, without

putting elegance aside, Homme has five comfortable cabins designed to spoil customers. Since privacy and providing the best care are fundamental, each cabin has the essentials to satisfy the customers' needs, and they can enjoy the amenities, magazines, newspapers, and a personal T.V. As well, the atmosphere created thanks to the music and decoration generate an unavoidable relaxation that can only be found inside these cabins. Also, if a customer wishes to drink something during his visit, he'll be able to choose from a wide selection of the finest products.

**“QUALITY,
SOPHISTICATION
AND AN INTEGRAL
SERVICE”**





Once inside, the highly-trained staff will pay special attention to the customers' wishes, and all they'll have to do is enjoy being pampered in the cabin by the attentive staff and indulge in this fantastic experience for which you'll fall in love with all your senses.

Not only is Homme recognized for providing the best personalized attention, but also for the great results and high-quality products, which translates into an exclusive experience worth repeating.

Homme Grooming Center is an icon for male personal care due to its novel approach, one of a kind in Mexico City, where the attention and service will never disappoint.



DANCASSAB



Text: ÖVRFLÖD TEAM.

Photos: Armando Mont & Courtesy.



WHO DOESN'T WANT TO HAVE THE BEST?

Elegance, style, luxury, comfort, and being unique; this and more can be achieved with DanCassab, a 100% Mexican-made brand specialized in leather jackets, tanned and made by Mexican craftsmen; there are garments that will be in your closet forever because they are key pieces you can combine in a formal way or taking chances, as currently men are looking for brands and designers who have proposals with more style and class to look different.

Located in Monte Athos in Mexico City, DanCassab is a unique brand that bets on male design reinventing every piece, like a classic biker jacket with a nice cut, top-quality leather, and with different top coats like metallic or iridescent, or simple details like metal fittings.

The experience goes beyond for the most demanding customers as they have a custom-made service where you can create your own jacket and chose from different types of leather, designs, coats, and details that will make you look different and feel great with an iconic piece.

Wearing a DanCassab jacket means total success, standing out, and wearing a garment that will feel like a second skin. This Mexican brand pushes the envelope to become a male classic

SUD 777

A CONTEMPORARY
MEXICAN CUISINE

Text: MAGNOLIA ENG

Photos: Courtesy.





The perfect mix of flavors: pitahaya, grapefruit and vinegar.

AN EVOLUTION OF CUISINE

Chef Edgar Nuñez, member of ACADEMIE CULINAIRE DE FRANCE and Colectivo Mexicano de Cocina A.C. is Chef co-owner of SUD 777. He started the concept 10 years ago as an outlet of fine European cuisine.

Through the years, the concept of his restaurant has grown and evolved to become a 100% Mexican and seasonal contemporary restaurant. In his own terms: “The cuisine is not static, it has to evolve, what was eaten before is not eaten now, what was looked for before is not what is looked for now”. His catharsis in cuisine was 5 years ago, when he opted for breaking with his European style cooking and began exploring a new Mexican contemporary cuisine.

Nuñez also opened Comedor Jacinta, under the same philosophy, upgrading the traditional Mexican flavors with top quality ingredients and better cooking techniques.

For Nuñez the rules are clear: to create dishes

in a proactive manner, without copying styles, cooking with 100% local ingredients, including respect, care, and the proper techniques for each dish. The process of designing a great menu relies on the precept of cyclic innovation, through obsessive attention to detail and a continuous search for fresh products and their incorporation to create new flavors. His produce is locally grown in Puebla and Oaxaca and some plants are grown by them on Xochimilco and Pedregal. He opts for hormone free animal products and support local farmers across the country.

His cyclic cuisine, involves a careful curation process of his menu, which he changes once a month. In his opinion, the tasting menu is the best choice, since the products that are used for it are in their prime (season and flavor wise).

Chef Nuñez on his own words: “I’m a very disciplined person, very methodical and strict, I like everything to be in the right way, I’m obsessive-compulsive, I love my job and I dedicate a lot of time to it, where I feel at my best is at the restaurant”.



Amuse-bouche: zucchini, sherry and pumpkin blossom.



“SUD 777 HAS BEEN LISTED IN THE PRESTIGIOUS SAN PELLEGRINO GUIDE LATIN AMERICA’S 50 BEST RESTAURANTS” FOR SEVERAL YEARS.

Amidst an exquisite atmosphere created by the combination of music, architecture and location emerges SUD 777. In a setting reminiscing the golden years of “El Pedregal” in the south of Mexico City the restaurant mixes open and intimate spaces in a lounge ambient filled with jazz music and an eclectic atmosphere. The architecture includes: slopes, terraces, water mirrors, and plants that immerse guests in a full sensory experience. SUD 777 has been listed

in the prestigious San Pellegrino Guide “Latin America’s 50 Best Restaurants” for several years.

Part of the unique personality of SUD 777 is the mix of concepts in the architecture of the restaurant by creating different atmospheres of open and closed spaces that allow sharing and savoring a full dining experience that appeals all senses.

The restaurant has a wine bar that includes a wide variety of national and international wines that are certain to enhance the contemporary flavors of the Mexican cuisine.



“I’M A VERY DISCIPLINED PERSON, VERY METHODICAL AND STRICT, I LIKE EVERYTHING TO BE IN THE RIGHT WAY, I’M OBSESSIVE-COMPULSIVE, I LOVE MY JOB AND I DEDICATE A LOT OF TIME TO IT, WHERE I FEEL AT MY BEST IS AT THE RESTAURANT”.

THE NEW ITALIAN ESSENCE IN ROMA

Text: ÖVRFLÖD TEAM.

Photos: Courtesy.



Located in 42 Orizaba St. in Roma neighborhood in Mexico City, you'll find an authentic Italian approach that is not a cliché with contemporary components like simplicity, without too many elements on the table, and an experience for all your senses.

Chef Marco Carboni was born in the south of Italy, in Modena, by the age of 20 he moved to London and, without having any gastronomic knowledge, he began cooking and decided to devote himself to it. After being a part of the kitchens of Gordon Ramsay, Jamie Oliver, and Massimo Bottura, he decided to go back to Mexico without knowing that his own restaurant would be the new hotspot in Roma neighborhood.

The tailor's shop or "*sartoria*" in Italian, is a restaurant with Italian essence, only a little bit more elegant and minimalistic; the atmosphere of the place, the people are great, there's creativity, research, and food that is easy but without losing quality, as in the end the customer must receive something that is not complicated.

Marco Carboni's food is contemporary Italian and creating the dishes involves different components that are historical, from family recipes, from Italian regions, and Carboni's gastronomic taste. For this reason, one of the

main elements is the Parmigiano Reggiano, as it "has sentimental value and there's not a single moment where I'm not eating it or it's not with me, the flavor reminds me of home".

Cooking means to nurture yourself, nurture your spirit and others, since what I serve is not only a dish, it has a deeper meaning, there are many cultures behind it, it has been passed on for generations, it has historic stories, manipulations, traditions; it really is condensed culture".

Sartoria pays tribute to Italy with a wide wine list that represents Italian diversity by having more than 100 wines, and to crafts by fusing Mexican products, like in the dish named "¿Es tamal o está mal? (Is it a tamal or is it wrong?)", which is an hoja santa soufflé cooked in banana leaves combined with spices, parmigiano foam, ricotta, and drops of balsamic vinegar. Also, another option in the menu is the garganelli with Parma prosciutto and asparagus; aside from fresh pasta, another alternative would be wagyu picanha tagliata with smoked mashed potatoes from Oaxaca, rosemary oil, and season veggies.

In a short period of time, Sartoria has become one of the hotspots in Mexico City and, soon, a classic, and a place known for its real Italian essence in Roma, as it is the perfect place for sharing without the formality, and with flavors that transport us to Italy.





“COOKING MEANS TO NURTURE YOURSELF, NURTURE YOUR SPIRIT AND OTHERS, SINCE WHAT I SERVE IS NOT ONLY A DISH, IT HAS A DEEPER MEANING, THERE ARE MANY CULTURES BEHIND IT, IT HAS BEEN PASSED ON FOR GENERATIONS, IT HAS HISTORIC STORIES, MANIPULATIONS, TRADITIONS; IT REALLY IS CONDENSED CULTURE”.

LUXURY TURNED INTO TEQUILA

Text: ANA PAULA ÁLVAREZ

Fotos: Courtesy.



Inside Hacienda Patron, very carefully and meticulously, Patron products are created paying close attention to every step of the process, as they're known for their thorough and handcrafted production. Understanding every step as art, the dedication to this work starts from harvesting Tequilana Weber blue agave, which involves a green irrigation system by osmosis and where the patience of the jimadores is tested while waiting for complete maturation, which takes around eight years; however, the value of this kind of agave lies in having the ideal amount of sugar for a good tequila.

Experience has been in charge of outlining the methods to achieve an unmatched beverage. After treating and taking care of the agave for almost a decade, expert jimadores work to extract the cone, the heart of the plant, which is cut by hand and then cooked in brick ovens so each cone that goes in reaches the same cooking point; once ready, they are smashed in a Tahona wheel made

with volcanic rock and a cylinder mill. Everything is done by hand to ensure the quality of the tequila. Up to this point, the blend that is obtained is fermented for three days, distilled, and set to age for a certain period of time, depending on the type of tequila; if it's Patron Reposado, two months are enough, but if it's Patron Añejo, it's set to age for up to seven years. During this step, patience is key to allow the tequila to reach the exact point for that signature flavor to be distilled.

Tequila is a traditional element, its history takes part in Mexico's identity and, without a doubt, represents our country worldwide and, as such, deserves to have a container that represents this; for this reason, Mexican craftsmen of the glass industry are in charge of creating and shaping Tequila Patron bottles. Once the drink is bottled, it needs a final touch of elegance and authenticity, which involves a sustainably-manufactured fine Portuguese cork or a gorgeous Lalique French glass stopper.

Each Patron product has unique qualities that identify them, certainly the traits of each one of them provide extraordinary and unparalleled experiences. Gran Patron Piedra has a dark mahogany color that evokes a dry fruit and mushroom smell with a hint of toasted French oak and a complex flavor with a touch of agave, vanilla, and mushrooms. Meanwhile, Gran Patron Burdeos has a dark amber color and smells like Bordeaux wine, which brings hints of oak, vanilla, and grape.

Tequila Patron is made for people who enjoy a good tequila, made entirely with tequila Weber blue agave, achieving just the right equilibrium of flavors that, when savored, remind us of the American and French oak barrels used for aging. Each sip translates into an experience that awakens and captures your senses.

**“TEQUILA PATRON
IS MADE FOR
PEOPLE WHO
ENJOY A GOOD
TEQUILA”**



Text: ÖVRFLÖD TEAM.

Photos: Courtesy.

THE BEST SUITE IN LATIN AMERICA

Named best destination for 2019 by National Geographic, Mexico City has a high gastronomic quality with six of the ten best restaurants in Latin America within San Pellegrino's 50 best restaurants list. Pujol, Quintonil, Sud 777, and Maximo Bistrot, among others, are part of the list.

Moreover, the Mexican capital has the best suite in Latin America to host the most exigent

guests, Presidente InterContinental Hotel from Mexico City offers an experience filled with art and sophistication.

In the top two floors of the hotel with 580 square meters the Diego Rivera suite has the best views of the city and proves perfect for the traveler who wants to get away from the urban noise of the city. Architect Felipe Ramos was in charge of the renovation and created a specific atmosphere for each space.

Just at the entrance is possible to perceive the perfection of the interiors. The comfort that the Diego Rivera suite offers is insurmountable: a terrace with pool and jacuzzi, gym, chimney, dining rooms, personal wine cellar and a bar. In this space comfort mingles with art and becomes part of the sensory experience through the

works of art of several Mexican artists, including Jazzamoart's paintings. The spotlight in the top floor is Carlos Garcia Noriega's "Neuro", that lights in the dark through video mapping, some sculptures by Rivelino enhance the ambient, such as "Memoria Líquida" a stair that connects both floors and a sculpture called "Amuleto del Aire".

Hotel Presidente InterContinental in Mexico City offers a unique experience of comfort, elegance and exclusivity that combines prime hospitality with the cosmopolitan offer of the city. Along these perks, lies the excellent culinary offer of Chapulin restaurant located inside the hotel. Chapulin, led by Josefina López and José Manuel Baños renders tribute to Mexican food through traditional dishes such as mole negro with totol or seafood pozole.



SCENTS THAT EVOKE MEMORIES

Text: DANIELA FERNÁNDEZ

Photos: Courtesy.



Sensibility, shapes, and scents converge in Arquiste, the male and female perfume line by renowned Mexican entrepreneur Carlos Huber, who studied architecture at Universidad Iberoamericana and who currently resides in New York due to his international success.

While he was part of Ralph Lauren's team located in historic buildings, Huber met Yann Vasnier and Rodrigo Flores-Roux (the only Latin-American perfumer). It was then when Huber discovered the connection between architecture and perfumes, which lies in appreciation, the use of the senses, and playing with different materials to be able to create something with a unique scent and that can also convey a story.

What Huber wants is for his perfumes to evoke the pleasure of our memories. For this reason, his inspiration comes from different experiences, his or even from strangers and places. For example, his inspiration for the new perfume that's coming out this month for the European and American market, Boutonnière No. 7, was Paris in 1899, in the golden era for dandy men and the story is about "a gardenia in a man's lapel, a greener gardenia, more photogenic, more natural, and hence, more masculine, less sweet, and wilder".

Even with the international influence, Huber is still fascinated by Mexico given its rich culture and its colors, the weather, and gastronomy create a sensory experience; he would even like to make a cologne water inspired by the baths taken in viceregal times with certain herbs. However, he comments Mexican consumers are the most reluctant to change and to new national brands.

You can always find Arquiste in the best stores in the best cities and it's the best-selling brand in high-fashion boutiques in the United States, Switzerland, Italy, Paris, England, and New York; Mexico is no exception and we can find the brand

in Saks Fifth Avenue proving the excellent quality and great work Huber and his team have achieved in product development and customer relations.

Arquiste is, without a doubt, a sensory experience in which, regardless of your personality, you'll be able to find a fragrance that is for you, that helps you impregnate your essence in each place you visit and stay in the memory of the people you meet.

"A scent is a time capsule. It can invoke our most intimate memories and dreams, and open doors to distant worlds".
Carlos Huber

THE NEW LUXURY IN LOS CABOS

Text: ÖVRFLÖD TEAM

Photos: Courtesy.



Photos: Joe Fletcher

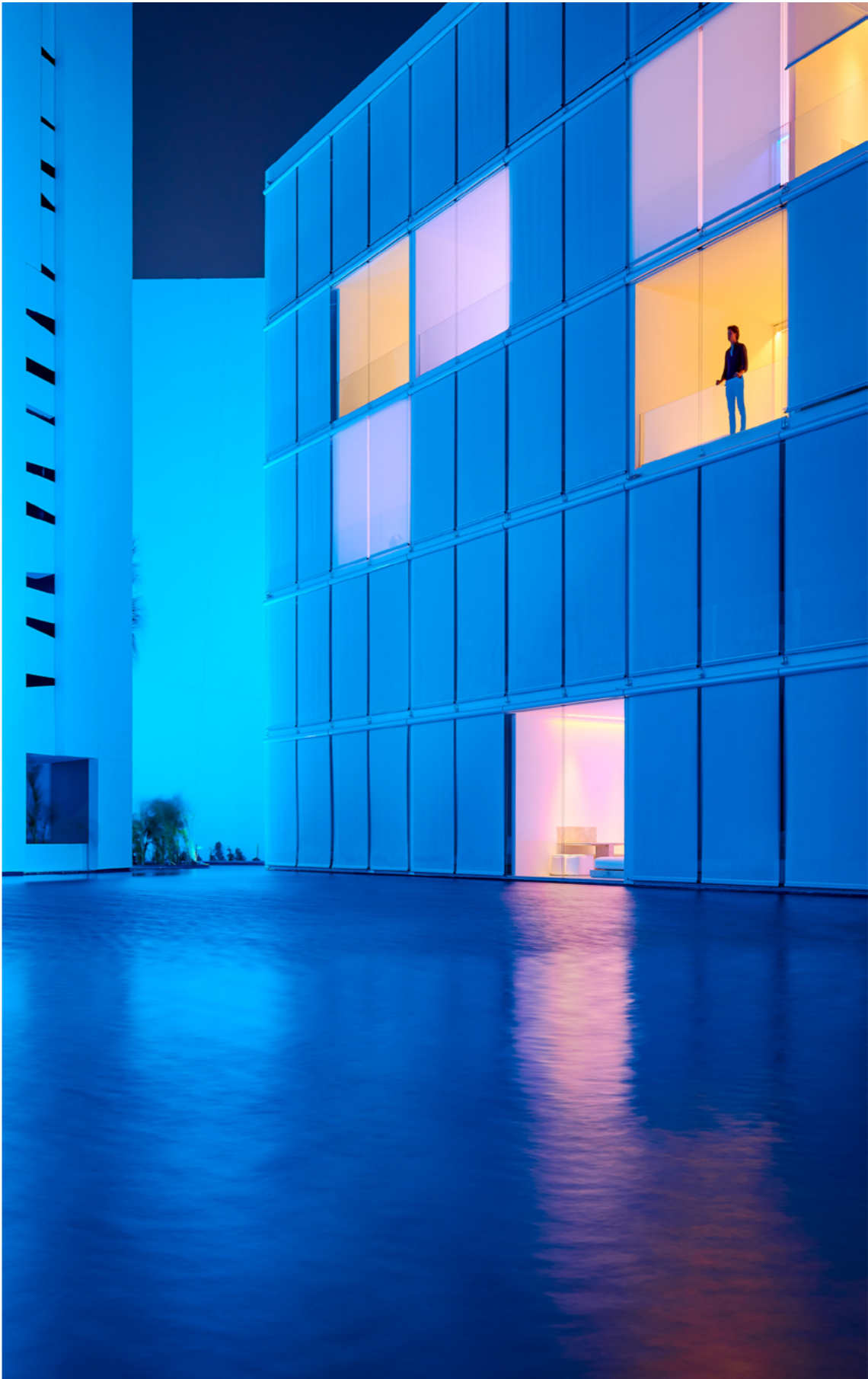
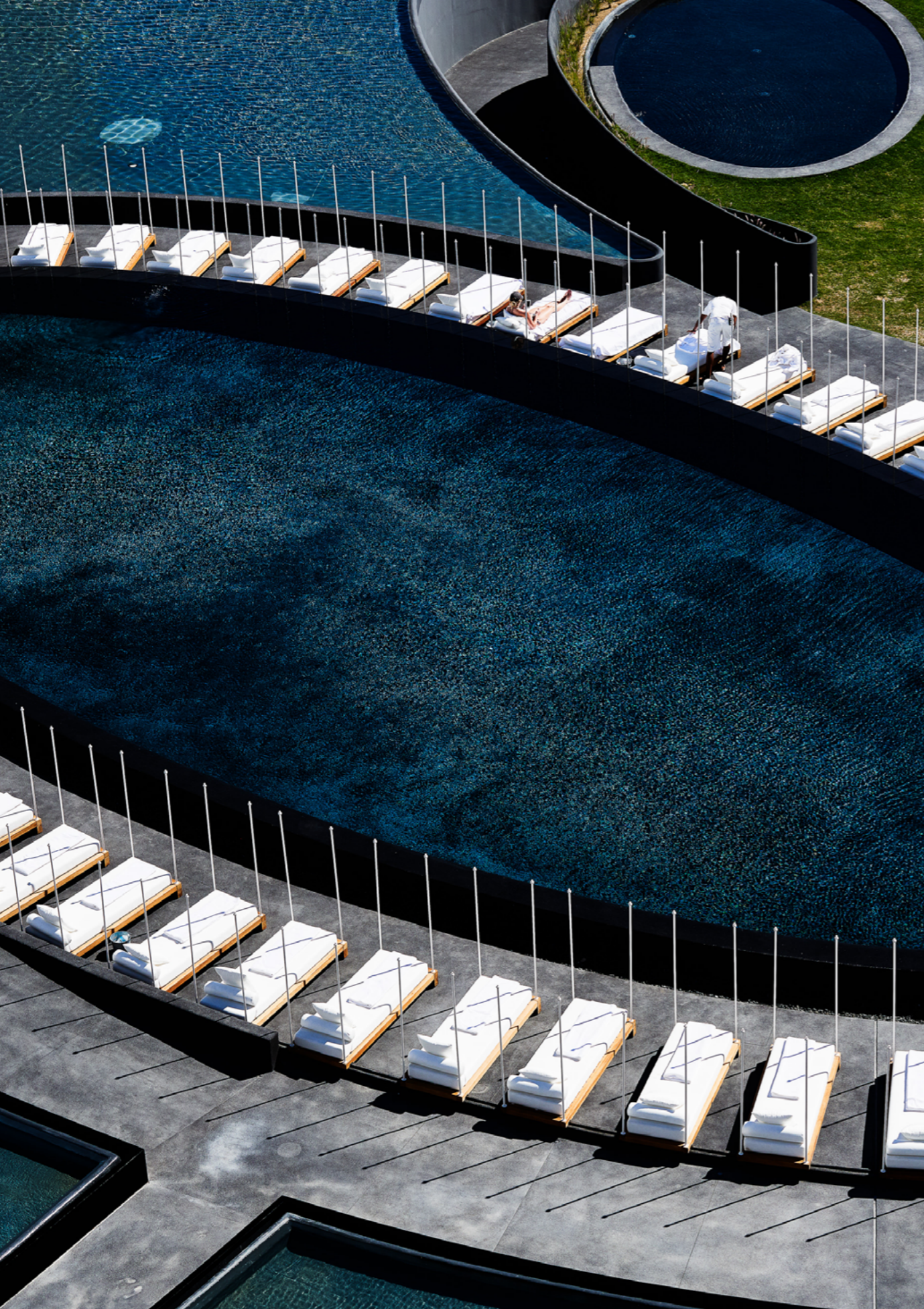
With a coastline of over 3,000 km, the infinite Pacific Ocean, the gorgeous Sea of Cortez and desert and beach sceneries, it's the perfect place for adventure to begin.

Nowadays, for those who enjoy sophistication and the beach, Los Cabos is the hotspot in the north of Mexico, it has the best resorts, exclusive golf courses and new venues that make it a unique destination.

VICEROY Los Cabos is one of the new places in San Jose del Cabo, designed by Architect Miguel Angel Aragonés, where minimalism is the main character and you can find comfort, luxury, exquisite sophistication, and tranquility in every corner to pamper you.

This is a different venue where architecture, 104 rooms, different water mirrors, and the sea combine to create an infinite landscape.







However, if you want to take the exclusive experience further, the villas create a unique atmosphere with their ocean view terraces and natural light that invades the space combining privacy and comfort with a private pool. As well, with one touch you can control the music or personalize your room.

This experience is not only enjoyable during the day; at night, bright blue lights make an appearance invading one of the towers of VICEROY Los Cabos, the warm lights in the rooms harmonize and create a rich visual scene that's just out of the ordinary.

To complement this trip, there's a wide range of gastronomic options such as Origen (Origin), an intimate place with a new

approach of Mexican cuisine that combines local elements with international dishes; for example, Mexican pepper leaf vichyssoise or Morita chili, two options under the direction of chef Raul Lucido. As well, a structure made with recycled branches by local craftsmen sits right in the middle of the hotel, there's a bar, and a restaurant called Nido (Nest) that's perfect for enjoying brunch with chilaquiles, ranch-style eggs, or fish-based dishes like ceviche or sushi. Moreover, Roca (roh-kuh) is perfect for drinks or cocktails and has a great variety of Mexican snacks.

VICEROY Los Cabos has more to offer than just a moment of relaxation with aromatherapy stimulation and a musical

selection including contemporary composers like Wim Mertens, Johan Johannsen, or John Luther Adams, and classical Baroque with masters such as Bach, Buxtehude, or Vivaldi. You can also practice outdoor yoga right in front of the sea, which will transport you to a next level of relaxation.

**“COMFORT,
LUXURY AND
SOPHISTICATION”**



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