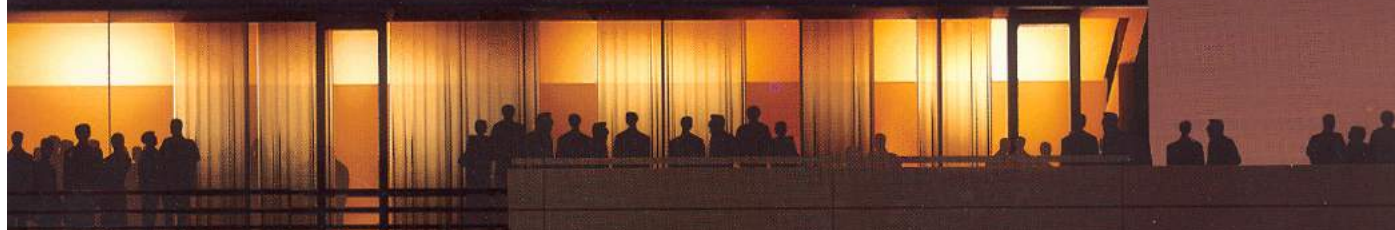


Esquire

SOHO



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A secret place. A hideaway.

SUPPLEMENT TO ESQUIRE

AT | SOHO MEWS | 2009

home music studio

denise kuriger for diesel only the brave

a different kind of blue

"Since the garage band was born," says designer Denise Kuriger, "everyone has wanted to be a rock star. It's all about designing the 24/7 digital lifestyle retreat." This sleek, state-of-the-art recording, broadcasting, and mixing studio embodies the spirit of Diesel Only The Brave fragrance. "Inspired by visionary artists, icons, and rebels, Only The Brave is a fragrance about seizing opportunities and making a difference. This room represents the traits of Only The Brave—it is a place where a man can realize his own voice and vision," says Ginny Wright, Director, Marketing, Diesel Fragrances.

To create the studio, Kuriger partnered with Blue Microphones, a company known for both industry-leading professional and consumer audio technology and playfully cool industrial design. The room itself is strong, masculine, and machine-like in its aesthetic. Kuriger resourcefully borrows the tremendous view of the Empire State Building and matches its steely resolve with ebony wood, black-alligator-embossed leather, Tibetan carpet and cork floor tiles, and inky blue window treatments and upholstered cashmere wall coverings from Holland and Sherry. The luxe layering of navy and black textures both improves the studio's acoustics, and also manages to evoke the Diesel brand's downtown-high-style jeans heritage, without a scrap of actual denim in sight.

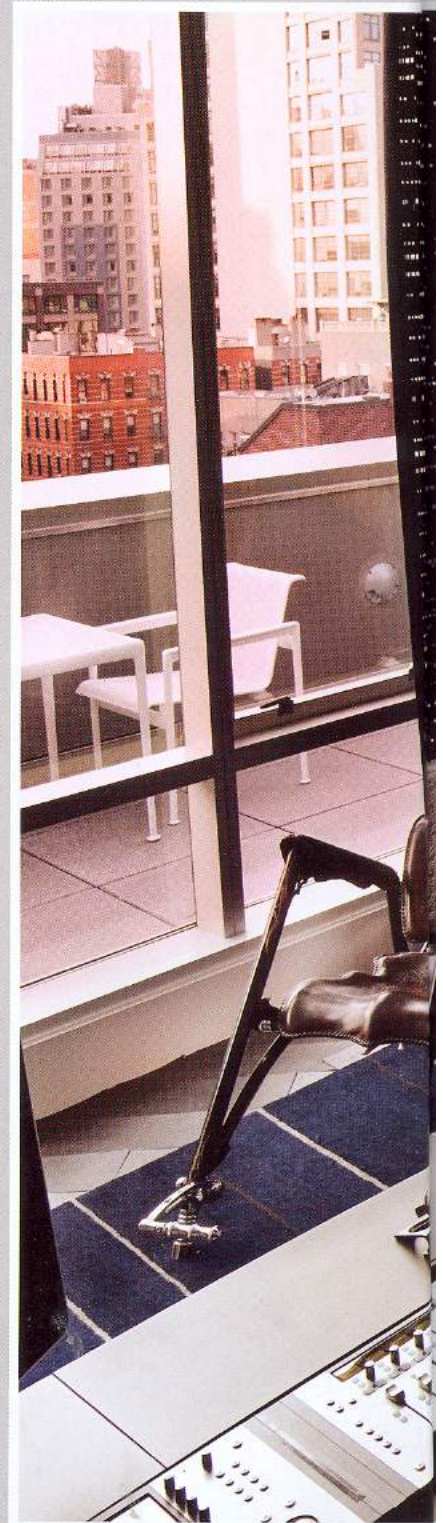


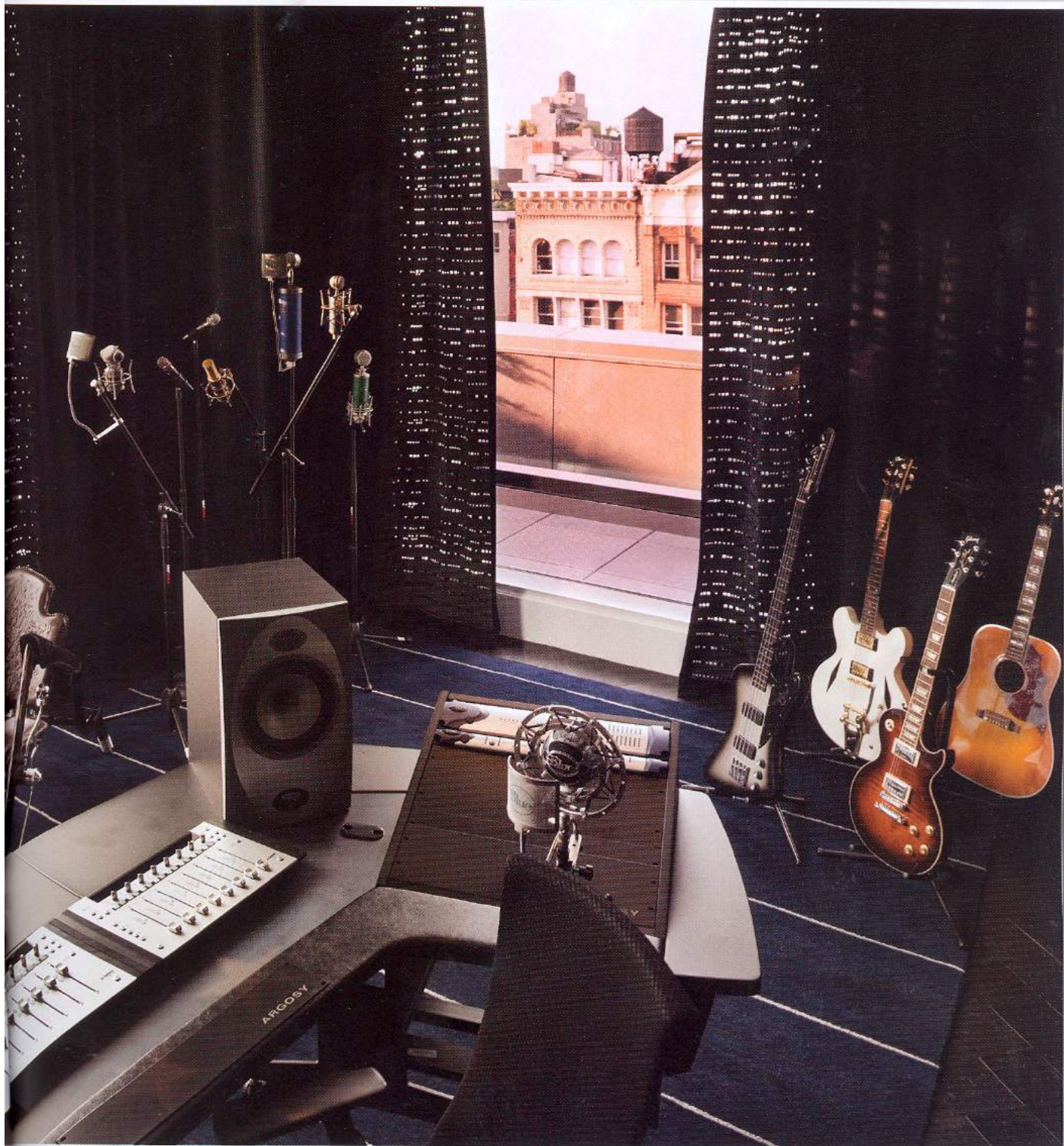
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The home studio sits quietly humming in its glass-walled corner of the penthouse, ready for the Esquire man and his creative friends to drop in and lay down some musical tracks, remix a song, broadcast a video blog, or generally just mess around in this dream-playland of audio and video gear. Blue Microphones brought in a host of industry-leading musical-equipment partners, and also contributed a show-stopping collection of its own top-of-the-line, expressively designed mics. At the heart of the studio is a ProTools HD System by Avid, an industry standard in digital recording. World-class preamps and stereo-monitor controllers from Grace Design allow for eight channels of pristine audio. Hardware controllers from Euphonix and an array of software plug-ins by Waves support professional studio monitors from Tannoy, giving this room the feeling of a true professional recording studio. All settle in seamlessly into the Argosy studio workstation.

A spectacular rock-and-roll bouquet of guitars from Gibson—including a vintage Les Paul Sunburst—and Moog's Little Phatty Stage II keyboard invite visiting musicians to sit down and join the jam session. During the Esquire SoHo season, musical luminaries including Common, spokesperson for Only The Brave, and many Blue Mic musical artists plan to take advantage of the studio's outstanding technological set-up—and inspirational setting.

Arresting the attention of any visitor to the studio is the Chopper Chair, designed by artist and industrial designer Gene Gordon. Half Jane's Addiction, half Black Sabbath, and another half OCC, the chair evokes the memory of the famous Maxell tape ad—on steroids—and like the room itself, subverts our expectations while taking them to new levels of daring. This \$40,000, limited-edition piece of art, replete with a skull-topped shifter, screams in chromed metal, carved leather, and hand-detailed pin-striping. The piece is as







raw as it is refined—hearkening back to the distinctive Only The Brave bottle design. “The bottle is modeled after a man’s fist,” explains Diesel’s Wright. “Facing forward, the fist evokes power and energy; upright, it stands for self-affirmation; raised, it signifies victory, success, and engagement.”

This expressive centerpiece of the studio embodies the rebellious spirit of the Diesel Only The Brave branding. Designer Kuriger

says, “Diesel’s Only The Brave is a perfect fit. You’ve got to be brave to go live. Only The Brave really speaks to modern masculinity, to the rock and roll, but also to the digital lifestyle.”

“The Esquire apartment aims to bring out the best in each man, and Diesel Only The Brave is focused on the strength that each man possesses within himself to write his own story and travel his own path,” says

Wright of Diesel Fragrance. “The modern recording studio connects the Esquire man to his creative side and serves as his communication tool to the world.”

Visionary design meets high concept. Kuriger adds, “How is this room any different from a car or another machine that transports you to somewhere fantastic?”