



GET ON BOARD

Unpretentious, clever and quirky, **Joe the Taxi Driver** is a new menswear label you'll be adding to your winter wardrobe. Launched in March 2002 by husband and wife team Iyad and Meredith Taylor-Damouni, the label began as a unisex T-shirt range and has quickly expanded to incorporate an entire men's and women's line. Autumn/winter '03 for guys is about "preppy English boys going hunting". Translated, that means college style knits, rugby tops and shirts, cargos and chunky scarves with lots of layering. After debuting at Mercedes Australian Fashion Week in May last year, the label was snapped up by retailers around the country as well as Seibu in Hong Kong and American Rag in Japan. As for the name? "Joe the Taxi Driver is someone who has been everywhere and seen everything and knows a lot about nothing," explains Meredith. "He doesn't dress to impress, he dresses for comfort and every man around wants to be just like him." Available from Capital L and David Jones in Sydney, Credo in Melbourne, Brownes in Perth and York in Brisbane.



SERIOUSLY...PINK

Don't let looks deceive you, it's what's inside that counts. And boy, do we love the flavour, taste and style of **seriously...pinky vodka**. An exotic challenge to your taste buds, seriously...pinky vodka is infused with 12 all-natural botanicals including violet root, rose petals and wild strawberries (a herbal tonic for the naughties perhaps?). The pinky vodka has quickly become the tippie of choice for Madonna, Posh, Becks and other connoisseurs of fine alcoholic tastes. If pink ain't your thing, try seriously...vodka, a clean and clear vodka that is smooth and pure. It tastes delicious as the base of a cocktail or served straight up on its own. Get serious about seriously... vodka at Will & Toby's, and Longrain in Sydney, the Prince of Wales, and One Six One bar in Melbourne. Also available from quality liquor retail outlets nationally.



GROOMING SOLUTIONS

Put an end to the grief so often associated with purchasing your daily and special occasion grooming needs (pushy sales staff, rummaging through a sea of feminine, over-the-top products and promotions). Head out to the new **Male Depot concept stores** within four Myer/Grace Bros stores across the country.

The one-stop destination will meet all your grooming requirements – from skin care, to body care and fragrance – with a noticeable absence of hype, fuss and frivolity. Service is straightforward and simple. Information on skin care needs is provided in a no-fuss, professional manner. The products available are high quality, value for money and presented in an easy-to-use and streamlined format.

Hot news is the arrival for the first time in Australia of Zirh Skin Nutrition, the world's leading men's skin and shave care products. Nickel, the effective skin and body care range, is specifically designed for men. Also available at Male Depot is Phytomer Homme – a marine-based skin care range that captures the youth and vitality of the skin.

Male Depot opened 1 March at Myer/Grace Bros Sydney, Melbourne, Brisbane and Perth.