



MAN ABOUT TOWN

FOR IMMEDIATE RELEASE  
MAY 16, 2012

**MAN ABOUT TOWN IS PROUD TO PRESENT ITS SECOND ISSUE  
UNDER THE CREATIVE DIRECTION OF M/M (PARIS).**

M/M (Paris) is a Paris-based creative consultancy founded in 1992 by Michael Amzalag and Mathias Augustyniak. Working in the fields of contemporary art, fashion, music, architecture and design, they have served as creative directors for magazines including *Vogue Paris*, *Arena Homme+* and *Interview Magazine*. Their work has been featured in such institutions as the Guggenheim Museum, New York; the Centre Pompidou, Paris; the Victoria & Albert Museum, London; and most recently at the MMK in Frankfurt.

For spring/summer 2012, *Man About Town* chose dogs as its theme. Highlights include STELLA MCCARTNEY's visit to the Battersea Dogs & Cats Home with photographer ALASDAIR MCLELLAN, ADAM WELCH's report from that *nec plus ultra* of beauty pageants, the CRUFTS dog show... and JULIE BURCHILL's piece about best of breed bitches of an altogether different kind. ERWAN FROTIN, meanwhile, showcases a dazzling folio of four-legged friends belonging to the likes of AZZEDINE ALAÏA, PIERRE BERGÉ, DRIES VAN NOTEN, PHILIPPE VENET and DONATELLA VERSACE. Artist WILLIAM WEGMAN dresses his iconic Weimaraners in the season's most adorable outfits. And BRUCE WEBER illustrates M/M (Paris)'s exclusive 'Alphadog' typeface with his glorious photographs of golden retrievers.

Needless to say, *Man About Town* was lapping it up.

What transpired during the crafting of this issue was that regardless of whether you own one or not, dogs are a federating force to be reckoned with. They bring people together. From the rooftops of Havana to the *hôtels particuliers* of Paris, from the underdog to the top dog, everyone, it would seem, loves themselves a canine companion.

It's a dog's life—and all the better for it.

Philip Utz  
Editor-in-Chief  
*Man About Town*

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MAN  
ABOUT  
TOWN  
10

Barking  
Mad

THE  
DOG  
ISSUE

+  
6  
Pampered  
Pooch  
Postcards!

DOGGY  
STYLE

Man  
About  
Town's  
Best  
Friends:

Azzedine Alaïa  
Pierre Bergé  
Benjamin Bruno  
Julie Burchill  
Colin Field  
Erwan Frotin  
Katy England  
Paul Gilligan  
Anthony Haden-Guest  
Jamie Hawkesworth  
Stella McCartney  
Alasdair McLellan  
Niall O'Brien  
Grayson Perry  
Olivier Rizzo  
Paolo Roversi  
Dries Van Noten  
Willy Vanderperre  
Philippe Venet  
Donatella Versace  
Bruce Weber  
William Wegman

...and  
the season's  
best of  
breed  
bitches!

Spring/  
Summer  
2012  
£6.95



