

# DUJOUR



## WHO'S THE BOSS?

Josh Duhamel and Liam Hemsworth celebrate the art of suiting up

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“You kind of feel like you’re in a heartbeat or in a place that is fully alive, which of course New York City is,” says Art Production Fund’s Yvonne Force Villareal at the opening reception of Hugo Boss’ flagship store in Columbus Circle.

The night’s top look? Tailored black suits—and not just for the male guests. Among them, Josh Duhamel, looking sharp as he briefly mingled with newly single and equally handsome star Liam Hemsworth. “I fly back to L.A. tomorrow morning,” Duhamel told DuJour. “It’s too late to go back tonight, but the first thing I’ll want to do is just hold the little dude,” the proud new parent said about one-month old son Axl Jack.



From L to R: Marco Brambilla, Mark Brashear; Doreen Remen, Casey Fremont Crowe, Yvonne Force Villareal; Marco Brambilla, Woody Allen

CEO Mark Brashear credit Liam and Josh as perfectly representing the Boss man. “He’s modern, appreciates style, and wants to be his personal best,” he says.

“For events like this I’ll wear a suit. I like dressing up. I’m a tall dude, so not many suits fit me well, but Boss suits fit me better than others,” Duhamel adds “I’m also looking forward to see Marco’s work.”

In celebration of the brand’s commitment to the arts, Milan-born video artist Marco Brambilla, who is most known for creating deeply profound 3-D video collages (like the ones that play inside the elevators of the Standard hotel in the Meatpacking District), was commissioned for the second time to premiere “Anthropocene,” a five-minute long video that depicts vibrant scenes of New York City—from Central Park and the New York City skyline.

“He was given free reign,” Doreen Remen says “To be able to do this in a public way is such a great gift to the city. It’s a win win.”

*“Anthropocene” will be on public display until September 30th during the hours of 7-10 pm.*



From L to R: Josh Duhamel; Liam Hemsworth; Keytt Lundqvist, Alex Lundqvist; Natalie Suarez