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FEBRUARY 2010

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ON THE VERGE:
THE BREAKOUT STARS OF 2010

JAGUAR XJ 2011 BOWER & WILKINS AUDIO



For those who like their engine and their sound system to purr like a kitten, the Jaguar XJ 2011 will soon be the hottest thing on the road. Hosting one of the best in-car audio systems ever by Bowers & Wilkins and featuring 20 speakers, 1,200 watts, aluminum dome tweeters, Kevlar drive units and the strategic placement of all audio implements to ensure each seat offers the same quality of sound, nothing on the XJ has been neglected. For the first time ever in an automotive application, the audio performance is tuned by the Audyssey MultiEQ XT system, which digitally corrects any imperfections caused by the cabin environment. Dan Haikin, brand director for Bowers & Wilkins, says the collaboration is a huge success. "From day one, Bowers & Wilkins and Jaguar worked closely together to produce a no-compromise audio experience. This shared desire has resulted in what we believe is the most extraordinary sound system ever to be integrated into a production car."

www.jaguar.com | www.bowers-wilkins.com

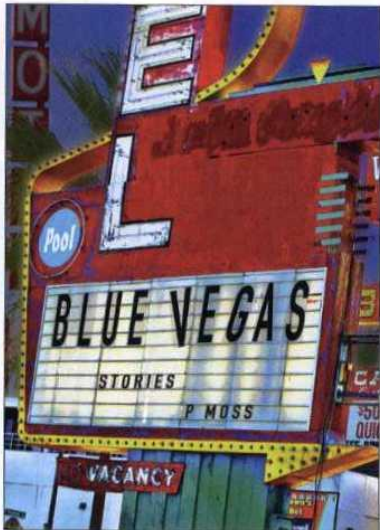


BEAUTY BAR VODKA

Drinking is fun but drinking for a good cause is something to celebrate. Beauty Bar owner Paul Devitt recently announced the launch of his very own premium spirit, Beauty Bar Vodka, produced in a centuries-old distillery in the Netherlands. And because Devitt supports a worthwhile cause as much as he supports his patrons right to party, one dollar from each vodka drink purchased goes directly to Bright Pink, a national nonprofit organization that provides education and support to young women who are at high risk for breast and ovarian cancer. Available exclusively at all Beauty Bar locations: New York, Brooklyn, Las Vegas, San Francisco, Los Angeles, San Diego and Austin, and opening this year in Chicago, Portland and Denver.

www.beautybar.com | www.brightpink.com

BLUE VEGAS BY P MOSS



Gambler, writer and owner of the world-famous Double Down Saloons, P Moss is a cultural icon. Sharing his findings as an eager observer of Vegas' diverse population, P. Moss' first tome, *Blue Vegas* (in stores in March), is a collection of 17 short stories that uncover the dark, humanistic tales lurking beyond the bright lights of the neon city. The book explores both vintage and modern day Vegas through its manifold of characters and experiences.

City Life Books, \$14.95 | www.amazon.com

www.readbluevegas.com