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MEN'S
ISSUE

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THE LIST

Whether you're a CEO who lives in Hermès or a creative pro who swears by Rag & Bone, our first-ever men's lifestyle guide will clue you in to the people, places and products upping the style standard in Chicago.

| By Lauren DeCarlo, Isaiah Freeman-Schub and Matt Lee |

THE LOOK

Choosing a Chicago style icon to open this section wasn't easy—until we thought of **Luca Lanzetta**.

The owner of River North kitchen and bathroom showcases Ernestomeda and Antonio Lupi, the native of Milan can always be found in either a markedly beautiful suit or just-right casualwear. "I love Zegna and Gucci," says Lanzetta, who lives in Wicker Park with his wife and two daughters. "Mainly Gucci when Tom Ford was there." And while he loves Chicago shopping for casual looks, "usually accented with a *pochette*," most of his formal purchases are made in Milan. After all, this man about town, who can often be found at Joe's Stone Crab or Tocco, has to look the part. This year, he's expanding his showroom to include furniture, doors and more. Not surprisingly, he's capitalizing on his reputation for taste nonpareil: All the ventures, while maintaining their own brands, will soon fall under one umbrella: "Luca Lanzetta."

HE'S GOT THE LUCA
Trained as an engineer, Luca Lanzetta took a turn toward aesthetics when he opened kitchen showroom Ernestomeda in the Merchandise Mart in 2007.



PHOTO BY JASON INBER