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A full-page advertisement for Levi's 501 Skinny jeans. The background features three models in a music venue setting. A man in the center wears a light blue denim jacket over a red and white striped t-shirt, paired with light blue Levi's 501 Skinny jeans and black boots. He is smiling and looking to his right. To his right, a woman with long brown hair, wearing a black t-shirt and a black and white jacket, is leaning against a black surface and looking at him. To the left, another man is partially visible, wearing a green jacket and holding a yellow strap. In the background, a person is playing a red electric guitar. The text is overlaid on the left side of the image.

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photograph by **ARJUN MARK**

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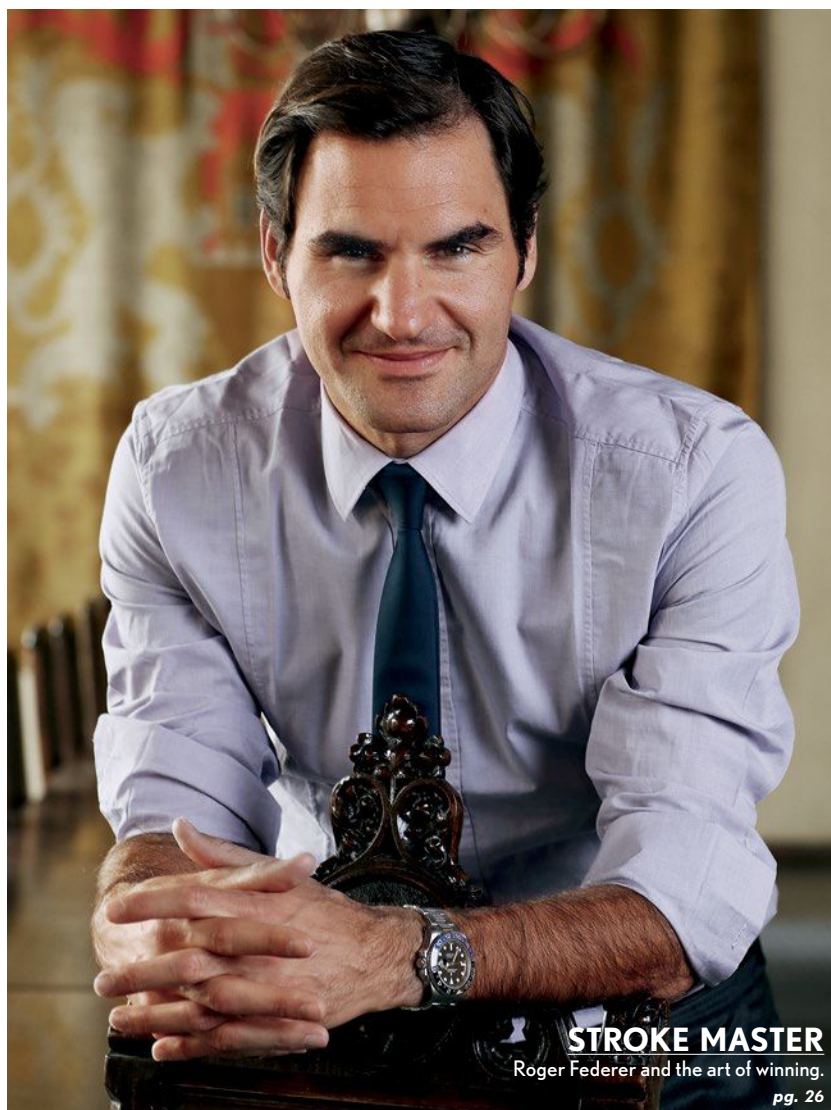
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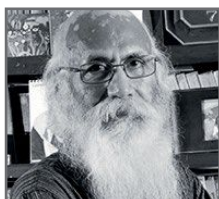
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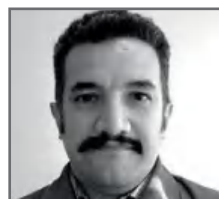
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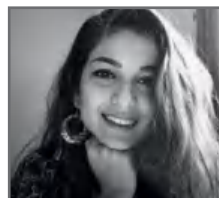
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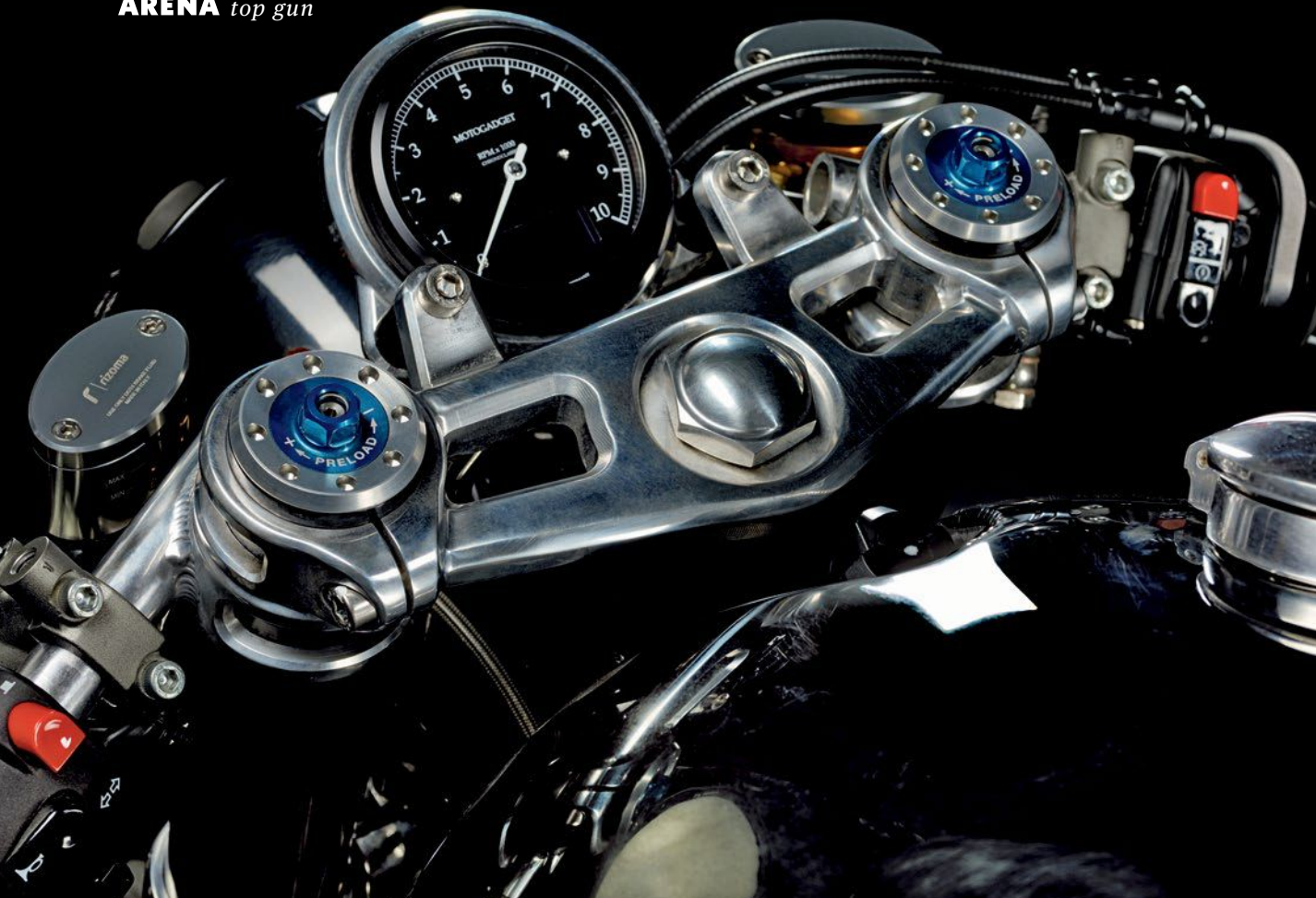
DOMIRACER

The Norton Domiracer is back.

by DAN CARNEY

Fishnet body stocking stylist's own; pumps by Jimmy Choo;
watch by Tag Heuer

photographs by ÉRIC MAILLET



THE VINTAGE MOTORCYCLE ISN'T JUST A PIECE OF MACHINERY; IT'S A PIECE OF ART.

The Guggenheim Museum made that official: It once had an exhibit, called "The Art of the Motorcycle," that celebrated classic motorcycles as some of the finest examples of functional artwork ever created. Today bike enthusiasts grumble: Why can't we have new bikes that look as good as those classic café racers?

Norton Motorcycles Ltd. has heard us. And the legendary company is building new editions of one of its most heralded models, the Dominator.

Norton was once known for its Manx 500-cc single-cylinder race bike—but by 1961, chief engineer Doug Hele recognised that it would need more power to stay competitive. He built a race bike based on the company's Dominator 650-cc twin-cylinder street bike that was dubbed the Domiracer. Hele's souped-up street bike finished third in the Isle of Man Tourist Trophy race in 1961, losing only to the Norton Manx factory race bikes. Excitement over Norton bikes would grow for decades.

By 2012, though, the Norton brand needed a reboot. Seeking to rekindle the fires of the company's glory days, it built 50 modern 961-cc twin-cylinder Domiracers, to an enthusiastic reception.

Now Norton has gone in the opposite direction of the original bike's genesis by developing a street-legal edition of the track-only Domiracer. It's called the Dominator, and it lists for \$30,900. A limited-production \$38,600 Dominator SS features details like a delicious hand-welded aluminium fuel tank in place of a standard plastic tank. Both versions are a beautiful combo of a vintage-style, air-cooled, parallel-twin-cylinder engine with modern components. In addition to the carbon-fibre bits, the Dominator features state-of-the-art Brembo radial-mounted disc brakes, Öhlins inverted forks, and a single Öhlins rear shock suspension.

The Dominator does roll on old-style wire-spoke wheels, but they mount on modern Dunlop high-performance radial tyres—putting its 83 horsepower to the road. Tell the Guggenheim: Artistry is back.

i Norton Domiracer

- ↘ Engine: 961 cc, air + oil-cooled parallel twin cylinder with dry sump lubrication
- ↘ Bore x stroke: 88 mm x 79 mm; compression ratio: 10:1
- ↘ Torque: 90 Nm at 5,200 rpm
- ↘ Ignition: Crank-fired electronic fuel injection and multiple two-way catalytic converters
- ↘ Setting: Tubular steel frame with integrated oil tank; rake: 24.5 degrees
- ↘ Swing arm: Double steel arm; wheelbase: 1,420 mm
- ↘ Transmission: Five-speed constant mesh gearbox; 525 "O" ring chain
- ↘ Clutch: Wet multiplate
- ↘ Electrical equipment: Alternator: 300 watts
- ↘ Digital instrumentation: Electronic block with indicators for total and partial mileage, voltmeter, and clock

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FOREVER ON VACATION

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by ALESSANDRA AMBROSIO

#ForeverOnVacation is my motto, the way I see life, and I share a lot of what inspires me on social media through my hashtag. For me, the ultimate luxury is enjoying what I do. I firmly believe you should only do what you love. Work should be fun! They say when you do what you love, you don't really ever work a day in your life. Here are a few of the things that I think can make everyday life more pleasant. Ultimately, when you do what you love, you're Forever on Vacation!

"Don't let the noise of others' opinions drown out your own inner voice. And most important, have the courage to follow your heart and intuition." –Steve Jobs

I'm grateful to Steve Jobs for my iPhone and laptop, but as my goals and ideas keep expanding I also find him to be an inspiration. One way I stay focused on my goals and allow myself to visualise, too, is to literally drown out background noise. I always listen to my inner voice, and sometimes it speaks to me when fading out background noise with music!

"People whose first instinct is to smile when they make eye contact with you are some of the Earth's treasures and need to be protected." –Anonymous

This quote is unattributed, but I love it. A genuine smile is one of the most beautiful things in the world in this digital age. And although nothing says #ForeverOnVacation like sunglasses, I like to make eye contact when I meet someone. (My favourite sunglasses on a guy are classic aviator style, but I always take mine off when I meet someone. You will have 100 percent of my attention, and I expect yours!)

"Don't count the days; make the days count." –Muhammad Ali

I love this quote because it reminds me that even though there might be something thrilling on the horizon, the now is precious and our days should be filled with what fulfils us.

"Life isn't about finding yourself. Life is about creating yourself." –George Bernard Shaw

I see inspiration in everything around me. I love to see people daydreaming and sketching ideas in their notebooks. I often carry one, and I capture things with my phone, too, especially when I see things that might inspire a design or concept for my *à la* by Alessandra collection—I

often get lost in the creative moment.

"In the middle of every difficulty lies opportunity."

–Albert Einstein

It's true: You can miss a plane, and deals fall through, but always look to turn setbacks into successes. Other opportunities can appear if you're open to serendipity. Who knows who you might meet because of a missed "opportunity"?

"Dwell on the beauty of life. Watch the stars, and see yourself running with them."

–Marcus Aurelius

The philosopher emperor Marcus Aurelius reminds me to keep my expectations high and to make time for the uplifting beauty that is literally in the sky at the most colourful time of day, sunset. You might have a business event that evening—I often do—but this is one of the glorious experiences in life and always makes me feel like I'm on vacation. And if you somehow miss it, well, there's always the sunrise!

"You must live in the present, launch yourself on every wave, find your eternity in each moment." –Henry David Thoreau

This quote reminds me in such a beautiful way that there is no other life but this and to see the opportunities that are right here. And I know it wasn't referring to surfing, but I always make time for the ocean or a rooftop pool!

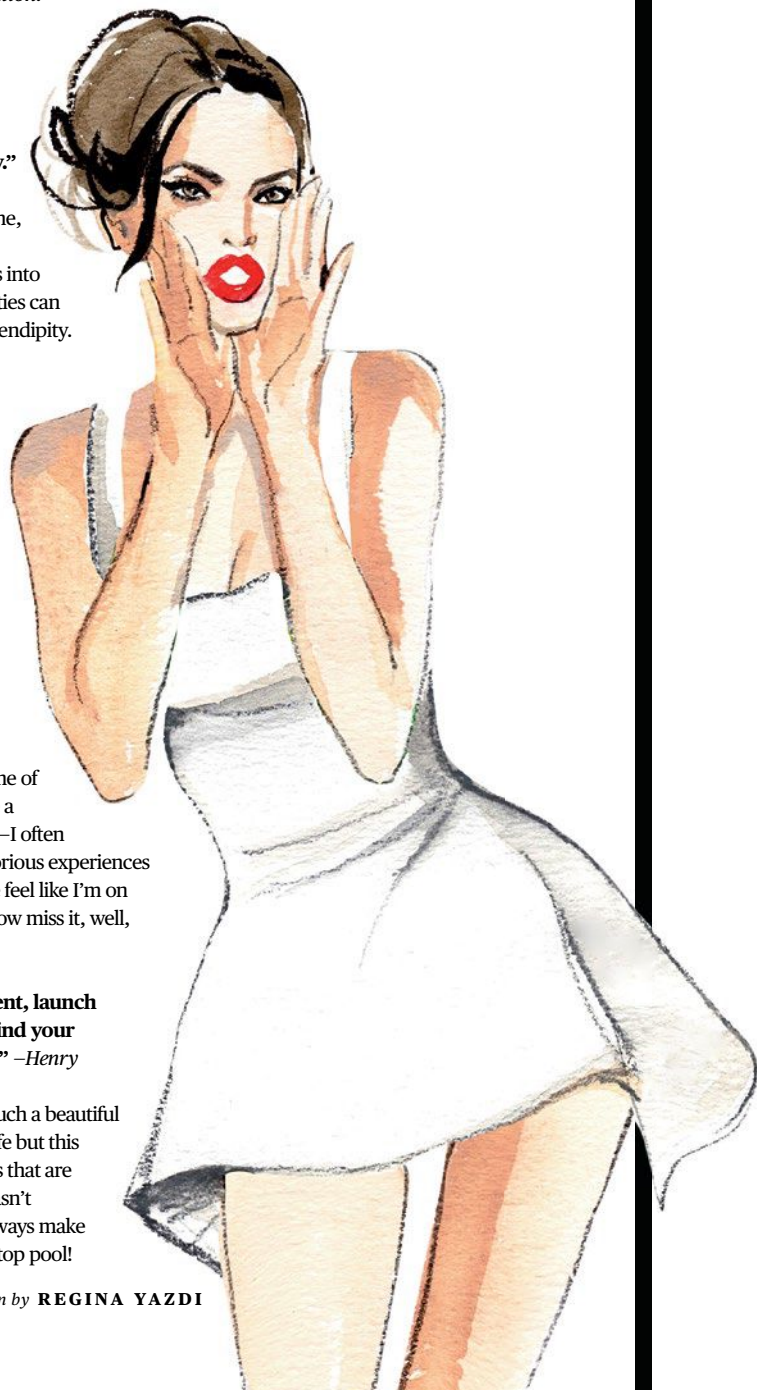


Illustration by REGINA YAZDI

BLACK JACKED

The short aftermath of demonetisation, from a guy who's not biased or unaware. Really.

by **ARUN KUMAR**

WHEN THE GOVERNMENT ANNOUNCED THE demonetisation of all ₹500 and ₹1,000 notes in November 2016, it said it was doing so for two reasons—it wanted to eliminate counterfeit currency used by terrorists and smugglers, and it wanted to destroy the black economy by forcing the 'de-hoarding' of cash held by those generating black income.

The objectives of the government were laudable, but it seems as though the scheme was imposed on the country with little or no forethought. First, it must be understood that the black money the government was targeting is only about 1 percent of the black wealth held in the country and only 3.5 percent of the black income generated in 2016. Even if the government managed to suck out all the black cash in circulation, it would not have much effect on the black economy which involves various activities in which black incomes are generated. It does not stop these activities from continuing. Moreover, 80 percent of the ₹500 and ₹1,000 notes (which constituted 86 percent of the cash in circulation) was not black money, but rather white money used by businesses and citizens. Not only do a vast majority of Indians, rich and poor, use cash and not credit cards for daily financial transactions but businesses need it for working capital to buy raw materials, pay wages and other requirements for production and sales.

Making the situation worse was the inept execution of the demonetisation scheme. If over 85 percent of a country's currency is demonetised at one go, replacing it will take months if not years. The capacity to print notes is limited, especially if smaller denomination notes are required. ATMs had to be reconfigured to take in the new notes (as they were of different dimensions than the ones they were replacing) and this apparently was not thought of and took much longer than anticipated. I will not go into the sloppiness of execution as this has been widely discussed in great detail. What I would like to point out is the fallacious thinking behind the scheme,

including factors such as the following:

- Only a small amount of the black economy would be affected by the demonetisation. We have seen why.
- Much of the money that was demonetised was not black cash.
- According to the Pew Research Centre, in 2015, only 22 percent of adults in India had access to the internet. This means the vast majority who do not have access to the internet will be unable to use online banking.
- Only 17 percent of Indians have access to smartphones and consequently to mobile phone banking.
- In a population of 1.3 billion and counting, there are 24.5 million credit cards and 661.8 million debit cards. A fairly large number of Indians do not have access to credit or debit cards. Most small businesses do not have card readers so the cashless economy the prime minister and his cheerleaders have been talking of cannot become a reality overnight.
- It is unlikely that black marketeers and other generators of black money will suffer because the biggest fish were able to quickly convert whatever black cash they had into white. Some of the avenues used, according to media reports, were the purchase of jewellery, cash donations to temples, conversion of old notes to new notes with the connivance of corrupt bank officials and circulation through the Jan Dhan accounts of the poor. In other words, despite the massive exercise of demonetisation, the total amount of black cash that has been demobilised is very small.
- It was not explained why when high currency notes were being demonetised—as they were



the choice of currency for black income generators to hoard—currency of even higher denomination (the ₹2,000 note) was being introduced. Surely, this would be even easier to hoard?

• Further, it was thought that the scheme would nullify the counterfeit currency which is thought to be used to finance terrorist activity. However, what doesn't seem to have been taken into account is that each

counterfeit note can only be used by a terrorist once to finance terrorist activity; counterfeit currency is therefore constantly being generated and the one-time extinguishing of counterfeit currency does not solve the problem. Moreover, if the old notes could be counterfeited it is likely that the same will happen to the new notes. It must also be understood that terrorist activity is not just financed with Indian currency, it can be and is fuelled by dollars, gold, diamonds, drugs and so on. Terrorism is a continuing problem, not a one-off thing.

In sum, the demonetisation scheme will not solve the problem of the black economy. However, the economy has been hit. ■



Excerpted with permission from Arun Kumar's book *Understanding the Black Economy and Black Money in India: An Enquiry into Causes, Consequences & Remedies* published by Aleph Book Company.

The Gentleman's SELF-STUFFERS

The all-time best books for style, lingo, etiquette and more.

by GLENN O' BRIEN

A NEW AGE OF ILLITERACY HAS OVERTAKEN us. It's hardly surprising, as reading has been losing favour with audiences for decades, first to radio, then television, then supertelevision—i.e., cable with hundreds of choices—and now the infinity of the internet.

It might be argued to the contrary—that the internet has made us superliterate by putting vast troves of information at our fingertips—but let's be accurate: It is a wealth of information, but it isn't organised. There is no curriculum. There are no guides.

You're on your own in that data jungle. To learn, to be polished, to acquire culture is still best achieved through books.

And even if you don't read them, books will impress those you encounter. Chances are, visitors to a book-crammed home will assume that they have stumbled upon a sophisticated prodigy. Don't let on otherwise.

But even better is to acquire a library that is actually useful. What follows is a brief list of volumes that will help you navigate this vulgar world with panache, impressing some you encounter, intimidating others—all while bringing you the satisfaction enjoyed by those with superior intelligence.

Sartorial knowledge

The authority I look up to on the subject of menswear is Alan Flusser, who owns a small, supersophisticated tailoring and haberdashery shop in Manhattan. His books not only explain the evolution of men's clothes, but they form a solid foundation for dressing with knowledge, style, and relevance.

His *Style & the Man* is a gem of a handbook that goes through the entire wardrobe. It's also a great guide for the travelling shopper—small enough to fit in a briefcase as he guides you through the 17 best shopping cities in the world. For more depth, check out his larger, well-illustrated volumes *Dressing the Man* and *Clothes and the Man*, both of which delve into the more obscure details of high style.

Lingo

Straight from the Fridge, Dad: A Dictionary of Hipster Slang by Max Décharné is a charming compilation of beat lingo, replete with references from literature and cinema. *Shovel*

city! means "I dig it." *Slinky piece of homework* translates to "good-looking woman."

For a fresh approach, combine modern usages from Clarence Major's *Juba to Five: Dictionary of Afro-American Slang*, spiced with some nice antiquities from the *1811 Dictionary of the Vulgar Tongue* or *The Slang Dictionary*, published by Chatto & Windus, and peppered with selections from Leo Rosten's *The Joys of Yiddish*. Gin referred to as "blue ruin" and brandy as "bingo"? Yes!

Eating and drinking

By far the most knowledgeable, entertaining, and well-written book on drinking and cooking for oneself is *The Gentleman's Companion* by Charles H. Baker Jr., originally published in 1939 in a two-volume set. The cookbook is titled *Around the World with Knife, Fork and Spoon*; the drinking volume is called *Around the World with Jigger, Beaker and Flask*.

His extensive travels make him seem to have been a bar hopper of nearly infinite range. As a yachtsman, he sailed around the world three times; he drank with Hemingway and Faulkner—and he got it all down in delightful prose and with accurate, well-tested drink recipes.

Etiquette

Perhaps you've noticed that the least costly items in any used book store—except manuals for obsolete computers—are etiquette books. This shouldn't come as a surprise, if you've paid any attention at all to the recent U.S. presidential contest. I'm fond of *Our Deportment* by John H. Young, from 1879, which laments that a unibrow is incurable and best left alone. The classic, of course, is still *Etiquette* by Emily Post (first edition 1922), which reminds us how rich we once were ("When you are staying at a house with very few servants...").

Cultivated obscurity

Everyone knows well-rounded men, but it is the spectacularly eccentric savant who truly impresses.

An incomparable tool for the exquisite oddball, *Brewer's Dictionary of Phrase & Fable* is chock-full of old saws and parables. What is an accolade? It's when the king touches one's shoulder with his sword. What is moly and why is it holy? It's the herb given to Ulysses as an antidote against sorcery. The "last trump"? Brewer's defined the phrase as "the final end of all things earthly; the Day of Judgment."

General advice

The best advice book ever written is *The Unexpurgated Code: A Complete Manual of Survival & Manners* by J.P. Donleavy (1975). The Irish-American author of many amusing novels, including *The Ginger Man*, takes on subjects such as how to die (including suicide and execution instructions), impromptu combat, and abandoning a ship or aircraft. He offers counsel for those stung on the end of their prick by a bee on a golf course or dealing with the insane. This is a surprisingly modern volume, holding up well more than 40 years later.

I highly recommend the *Duke of Bedford's Book of Snobs*, which is a 1965 remake of Thackeray's 1848 book of the same name—two studies of upward mobility in their time. It may interest you to know that snob is derived from *sine nobilitate*, or without nobility. The late Duke suggests having the butler wear your new suits first so they don't appear too new when you get to them, and owning "either one of the two most expensive makes of car or else a compact. There is nothing in between." He added, "Being an upstart is, perhaps, natural to many human beings. Being a downstart is much rarer; but also much wiser." ■





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Console Ready

THESE RELEASES WILL SATISFY YOUR BUTTON APPETITE.

by CHRIS STEAD



STEEP (PS4, XBO, PC)

It's been way too long since the last great extreme sports game and *Steep* satiates that thirst big-time. Gifted an open world mountain range, you can simply cruise for secret spots and epic runs—with or without friends in the seamless drop-in/drop-out multiplayer—or compete in specific challenges. The four sports—snowboarding, skiing, paragliding and wingsuit—take a bit to master, but it feels great when you get the hang of it, and the game looks incredible.



THE LAST GUARDIAN (PS4)

The team behind the emotionally charged adventures *Shadow of the Colossus* and *ICO* finally returns with another contemplative piece of art. You play as a young kidnapped boy, trapped in a ruined castle with a huge griffin-like beast called Trico. You must find a way to bond with this creature and convince it to do your bidding in order to puzzle your way out of the trap and past its guards. Atmospheric, unusual and memorable.



DEAD RISING 4 (XBO, PC)

The series' original hero, photojournalist Frank West, returns for its fourth outing, as does the Colorado setting. It's Christmas and another zombie outbreak is nothing to 'ho ho ho' about. The open world returns, as does the inventive creation system for building your own zombie destroying tools. However, the old timer system is gone, which will be a relief to many. The result is mindless hack 'n' slash zombie action that is more funny than scary.



FINAL FANTASY XV (XBO, PS4)

The JRPG is something of an acquired taste, and as the grandfather of the genre, the *Final Fantasy* series retains much of what fans love about this type of game. Plenty of story, androgynous characters and stunning visuals are expected and delivered. However, the open world gameplay, real-time combat and streamlined inventory help make this great game accessible to all RPG fans.

WINNERS

The Game Awards for 2016 has run and the winners now bask in all their well-earned glory. It was Blizzard Entertainment that took home the most bacon, winning Best Game Direction, Best Multiplayer, Best eSports and Game of the Year for excellent online shooter *Overwatch*. *Doom* also picked up two awards (Best Sound, Best Action) as did global hit

Pokémon Go (Best Mobile, Best Family). Other notable winners included *Uncharted 4* (Best Narrative), *Street Fighter V* (Best Fighting), *Forza Horizon 3* (Best Racing), *The Witcher 3* (Best RPG), *Inside* (Best Indie) and *Dishonored 2* (Best Action/Adventure). *Metal Gear Solid* creator Hideo Kojima got recognised with the Industry Icon award, too.



WHAT'S HOT FOR 2017?

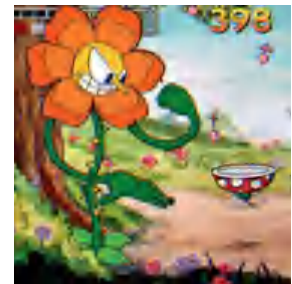
Every year is a better year when it comes to video gaming.



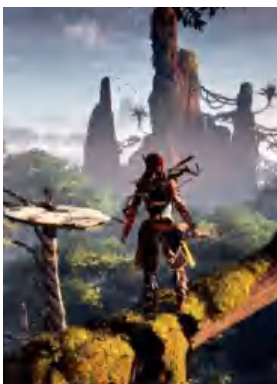
Rockstar will return in spring with *Red Dead Redemption 2*, which is easily the most anticipated game of the year. Can they do it again? Little is currently known, but a "magnificent seven" style online co-op mode is suggested in the first trailer.



Xbox One owners will have their sights set on *Crackdown 3*, *Halo Wars 2* and *Scalebound*, but developer Rare could steal the show with open-world, multiplayer pirate adventure *Sea of Thieves*.



We're expecting another big year for indie games, with the likes of *Hand of Fate 2*, *Buy Somewhere*, *Cuphead*, *Pyre*, *Yooka-Laylee* and *Star Citizen* leading the charge.



Released on March 1, *Horizon: Zero Dawn* is an exclusive PS4 adventure designed to make full use of the PS4 Pro's added power. It could be the game that makes you upgrade!



Also released in March, the *Mass Effect Andromeda* is huge. Set 600 years after the initial trilogy, it unfolds in a new galaxy, with a new hero and a new ship. An open world means no loading times, even when travelling between planets.



The big sequels are lining up for 2017. Joining the usual suspects like *FIFA* and *Call of Duty*, we should see the return of *Assassin's Creed* and *Need for Speed*. We also have *Resident Evil VII*, *Metal Gear Survive*, *Lords of the Fallen 2*, *Dead Island 2*, *Injustice 2*, *Sniper: Ghost Warrior 3*, *Star Wars Battlefront 2*, *Ghost Recon Wildlands*, *South Park: The Fractured But Whole*, *Sonic Mania*, *Tekken 7*, *Destiny 3*, *Quake Champions*, *God of War* and the rebirth of *Prey*.



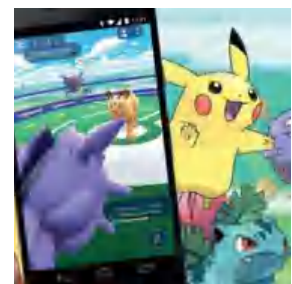
Will Nintendo bounce back from the disaster of the Wii U with its new Switch console? Out in March, hopefully we'll get some great new games from Nintendo through the year to support it.



Before the end of the year, Microsoft will release *Project Scorpio*, a new console that's said to be a lot more than just an "Xbox One Pro" and its power could change the console landscape.



The release of *Gran Turismo Sport* and new *FPS Farpoint* could be the games that convince many to get PSVR. But what of *Oculus Rift* and *HTC Vive*? Will they get an official release in 2017?



All eyes are on Niantic and what will follow *Pokémon Go*, the game that changed the world. The discussion will be interesting, as will the reaction of punters—will they jump on the merry-go-round again?



The Body Temple

THE ANNUAL AVN ADULT ENTERTAINMENT EXPO IN LAS VEGAS IS SURPRISINGLY PROFESSIONAL, DELICIOUSLY INAPPROPRIATE AND IMPORTANT ENOUGH TO MOOT ANY DEBATE ABOUT A WOMAN'S ATTIRE AND OUR IDEA OF *HER* FREEDOM OF CHOICE.

by VIVEK PAREEK

OKAY, SO ONE HAD NO IDEA WHAT TO expect. Not because one isn't familiar with erotica or the concept of porn, but because one hadn't been ushered into a snazzy hotel ballroom by a beautiful woman wearing thongs and a lanyard. Just those.

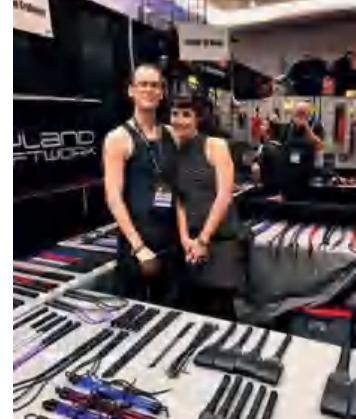
From there on, it seemed as if one had stepped into a teenage boy's fantasy. Beautiful women, most of them very famous among their select audience, throngs of men—respectful for the most part—and adult entertainment paraphernalia you had to see to believe. The misconception is that the AVN Adult Entertainment Expo (AEE) is a place for men to gawk at sexy women in negligible clothing and snag free porn (there is plenty of that, of course). But it is, in fact, an event that showcases the latest in adult technology, highlights the new trends in pornography and, most important, sets the tone for the AVN Awards, the “Oscars of porn.” Attendees were busy networking, meeting and interviewing the new faces

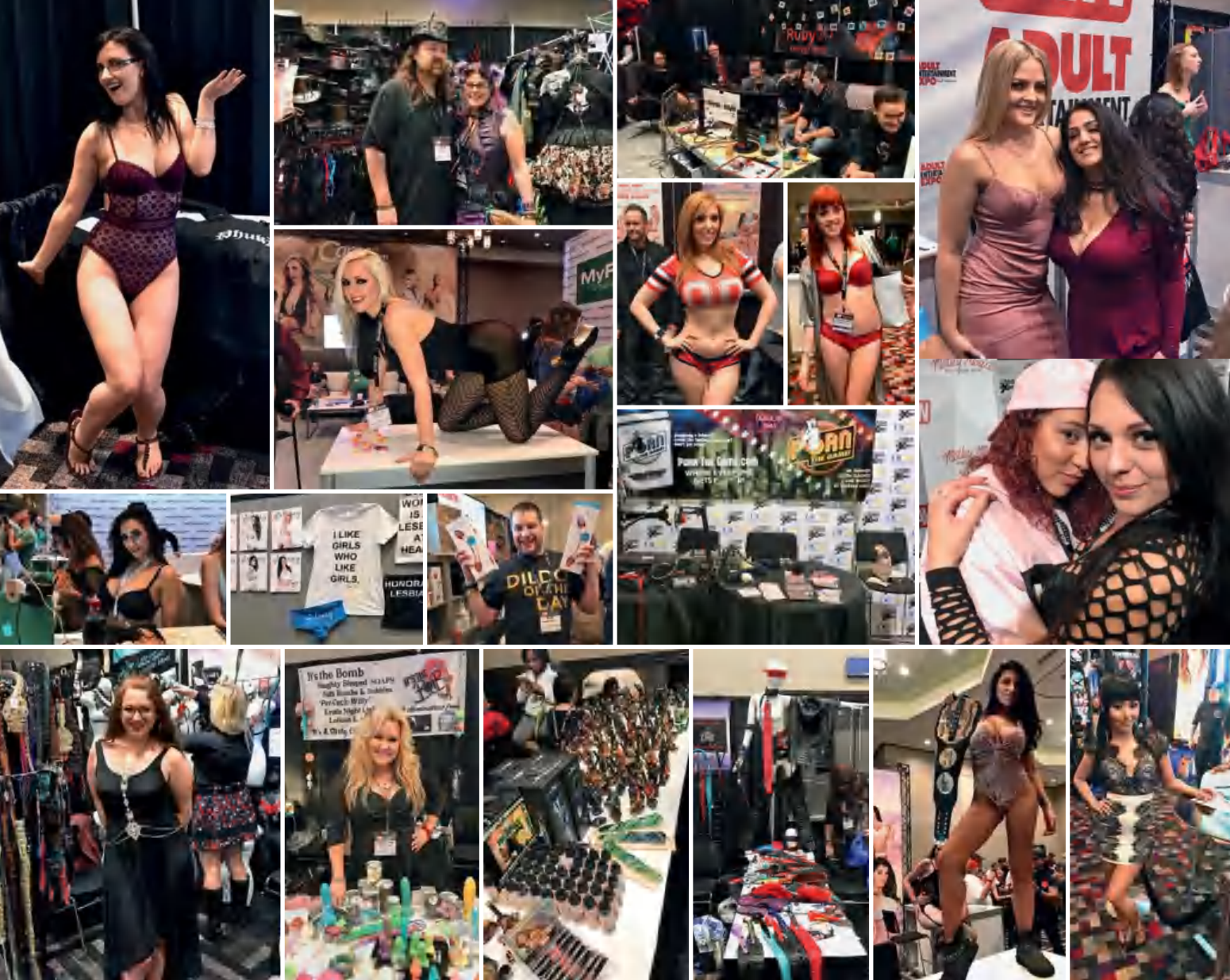
that have perpetuated fervent downloads, discussing or testing new prototypes and a few, like me, trying to blend. I must also mention that at least half the attendees were women, and they were getting a lot of shade from the attending exhibitors and stars. Just as it should be. (Studies have found that 30 percent of women also view and, presumably, enjoy porn, so it's obvious why they were having so much fun.)

People can deny it all they want, but adult entertainment remains one of the world's most prolific industries. The numbers are stunning: Some 12 percent of all sites—that's around 25 million—are dedicated to adult entertainment. Not surprisingly, 35 percent of all internet downloads are porn-related, and more than 28,000 internet users are viewing porn *every second*. Those are stunning numbers, but it is not just about the reach. The adult entertainment industry has been pegged at close to \$23 billion globally, but Kassia

Wosick, assistant professor of sociology at New Mexico State University, says it is more in the region of \$97 billion, of which the U.S. contributes around \$12 billion. Some 11,000 full-length adult films are released yearly, but a few producers I spoke to at the AEE said the number is more likely in the 50K range. They also pointed out that while revenue in the traditional sense had reduced, their models had evolved. But, yes, the amateur model and the increased propensity for taping sex has definitely changed the industry forever.

Why, then, does the adult entertainment industry still exist, you ask? Because a study conducted by Dr Simon Louis Lajeunesse at the University of Montreal found that all men watch porn, including those who deny it. They may consume it in different ways, and that's perhaps why producers are now investing in “cams” or “porn on demand” that is live and evidently more thrilling. The AEE was packed to capacity with “cam





girls,” who were live streaming from the Expo. The bigger networks—Chaturbate, MyFreeCams and Cam4, among many others—had placed their best talent on the floor. Super-friendly, smiling and clearly enjoying their adoring fans, these young performers were the highlight of the show. Mandy Lohr, a cam enthusiast, said that the AEE is great to interact with fans and also reach out to new audiences. “Once people see you there in person, it somehow becomes more intimate,” she said. Like her, Alex Coal, the quintessential hot girl next door, said she enjoys performing. Adora Bell, who’s one of the many curvy cam enthusiasts, said that she’d become more comfortable with her body. There were tattooed beauties, redheads, super-curvy women... as an attendee from Texas told me, “You can find your dream girl at the AEE.” Typically, as highlighted in the 2015 documentary *Hot Girls Wanted*, young women get into the amateur business for

some quick cash and exit just as quickly. But that hasn’t halted its popularity in any way.

Like any expo, connecting with consumers was the principal agenda... with a politically incorrect twist. One brand, Yummi, showcased an app that lets fans connect to their favourite pornstars. Then, there was *Porn The Game* that lets you into the porn landscape so you can play it. Then, vendors of sexual aids such as Fleshlight shared space with a multitude of lubes, dildos (Dildo Of The Day displayed a whole range of models that use some pretty decent tech) and sex dolls. There were also costume specialists, from makers of the skimpiest of bikinis to substantial cosplay merchandise—a sexy Velma from *Scooby-Doo* caught everyone’s attention. Of course, as you’d expect, there was a whole mess of freaky S&M gear, not limited to bondage. I have to mention the Squirt Watch, a gizmo promoted by actor/director Marcus London, the “squirting” expert who calls himself a

“vagician.” This watch uses a gyroscope and motion sensor to guide you to help pleasure your lady. Talk about useful tech at work!

Some of it was quite the revelation. Holographic porn is indeed a thing, taking forward virtual reality (VR) porn. In fact, it may just become a feasible new genre in 2017 and there are a number of tech-heads who are working to make sure it happens. Already, sexbots are so real that some of them can even sweat and talk dirty. With holographic porn—which some people insisted on calling “pornographic holograms”—a user can create one’s own perfect pornstar and proceed to do the dirty. It sounds crazy, but then VR porn was an idea once and it now has names like Christy Mack associated with it.

In the end, the AVN Adult Entertainment Expo is about the women, regardless of age, measurements and race. They should have installed a statue of Venus de Milo at the gate, because women run the world. ■

THE NATURAL

Roger Federer is unquestionably the greatest tennis player who ever stepped on a court. At 35, the champion has nothing left to prove, but someone forgot to tell Federer.

by **TIM STRUBY**

WHEN ONE SPEAKS OF ROGER FEDERER, THEY ARE NOT MERELY talking about the greatest tennis player in the world but witnessing history-in-making. Federer's 18th Grand Slam title win at the Australian Open made him the oldest man to reach a major final in 43 years. He also became the first man in history to have won three majors five or more times. His Grand Slam tally now stands at five Australian Opens, one French Open, seven Wimbledons and five U.S. Opens. But rewind to a few years ago when things were quite different.

It was the fourth round of the 2013 U.S. Open, when Roger Federer faced Spain's Tommy Robredo, a man who had posted a goose egg against Federer in 10 previous matches. That night, however, the script would be rewritten. The Swiss superstar misjudged forehands, shanked backhands, squandered break points, and dished out 43 unforced errors. The once unflappable champ even kicked a ball in frustration en route to a straight-sets defeat.

To many watching, the performance was startling. For more than a decade, Federer had appeared infallible. Witnessing his seamless, fluid artistry on the court—and his play was nothing less than art—was to see the purest form of sport, much like Messi with a soccer ball or Tiger when he ruled the fairways. As Jimmy Connors once told the *BBC*, in the modern game, "You're either a clay court specialist, a grass court specialist, or a hard court specialist...or you're Roger Federer."

Yet that year, for the first time since 2002, he didn't make a Grand Slam final, he exited Wimbledon in the second round, and eventually he dropped to seventh in the world rankings. So it was no surprise that after a loss to a guy who could walk around the Billie Jean King National Tennis Center without being recognised, sportswriters were using phrases like "sense of mourning," "era over," and "sun begins to go down on Federer's career."

Fans cried blasphemy, as if Michelangelo was being forced to put down his brushes. But why shouldn't Fed hang it up? Since turning pro in 1998, the then 32-year-old had already rewritten the record books. He'd won 17 Grand Slam titles and spent 302 weeks as the world's

number one player. In three separate seasons, he'd reached the finals of all four majors, and made the semis of a major 23 consecutive times. And he'd done it with more than pure talent; he had indefatigable character. There had been no better proof of that than the 2008 Wimbledon final. Federer lost a five-set, nearly five-hour epic to Rafael Nadal, in what many consider the greatest match ever played. That might have broken some players. Federer? Ten weeks later, he steamrolled his way to the U.S. Open crown. "He's the greatest player that ever lived," proclaimed the always outspoken John McEnroe.

While talk of a swan song grew louder, those closest to Federer knew to ignore the chatter. For them, Roger's retirement was unimaginable. While he appears the embodiment of calm, collected grace, a man at times humbled to tears, who enjoys nothing more than travelling the ATP circuit with his wife, Mirka, and their four children, there lies within Roger Federer a primordial need: The same ineffable hunger that possesses Tiger and Peyton. "When you do something best in life," Federer has said, "you don't really want to give it up. And for me that is tennis."

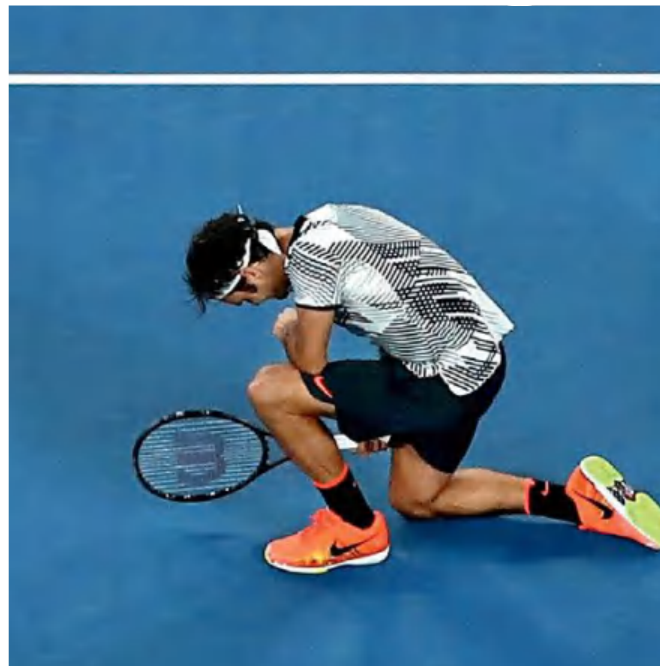
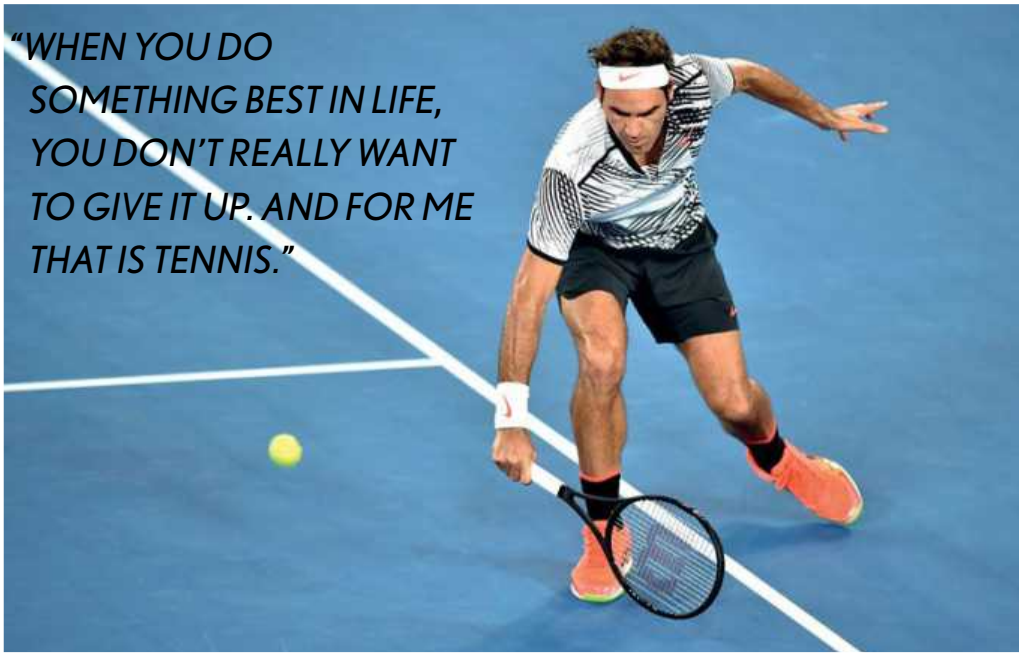
Even as a 15-year-old, one could see the desire in Federer. He wasn't the eloquent stoic back then but a long-limbed kid from Basel, Switzerland, who tossed racquets, threw tantrums, and yelled aloud at himself. The difference was that he'd behave like that when he was winning. Because Federer didn't care about the score. He wasn't interested in the trophy. He was obsessed with the game, hitting every shot impeccably. His quest was perfection in a sport where perfection is, inevitably, impossible.

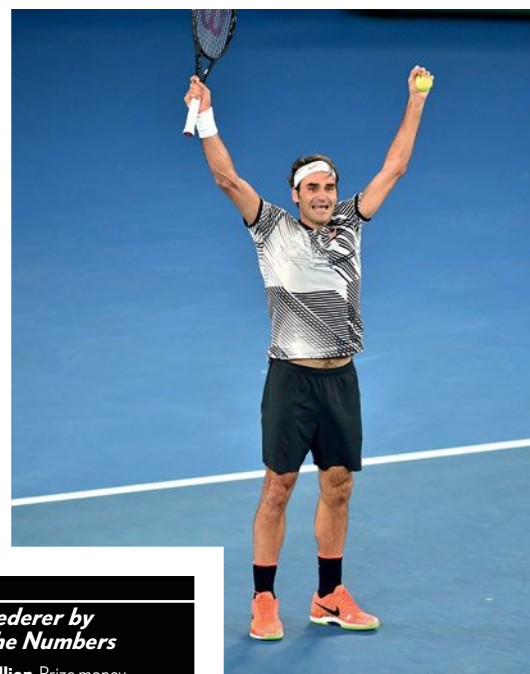
Within a decade, Federer had closed in on that perfection. In 2003 he conquered his first Wimbledon, he won three Grand Slams in 2004, and then in 2006, he put together what is arguably the best season in history: 12 singles titles (including three Grand Slams—he lost the French final to Nadal), a match record of 92-5, and a finals spot in 16 of 17 events.

Fans loved him not only because of what he accomplished but how he did it. His style of play is spoken of with pious reverence, as if it's a



*"WHEN YOU DO
SOMETHING BEST IN LIFE,
YOU DON'T REALLY WANT
TO GIVE IT UP. AND FOR ME
THAT IS TENNIS."*





Federer by the Numbers

- \$98 million** Prize money earned since 2007
- \$1 million** Price commanded per appearance at exhibition matches
- \$100 million** Value of 10-year Nike contract signed in 2008
- \$30 million** Value of five-year deal with Moët & Chandon
- 18** Number of Grand Slam titles won
- 302** Number of weeks spent as the world's number one player
- 88** Singles titles won
- 2** Olympic medals
- 28** Grand Slam finals
- 5** Rank on *Forbes'* world's highest paid athletes list in 2016

living, breathing thing, an entity separate from Federer himself. "It's beautiful to watch," says Gabe Jaramillo, who has coached Andre Agassi, Maria Sharapova, and Pete Sampras. "Other players, like Nadal and Novak Djokovic, are physically stronger but everyone loves to watch Roger because only he makes the game look so easy."

Off the court, he carries himself with the same effortless composure. "He's like a cross between John Wayne and James Bond," says Justin Gimelstob, a former ATP standout and now a tennis commentator and coach to U.S. player John Isner. Federer's career earnings of more than \$98 million (plus multitudes more in sponsorships with brands like Rolex, Moët & Chandon, Nike, and Mercedes-Benz, among others) have afforded him a spread in Dubai, a villa on Lake Zurich, and a ski chalet in the Swiss Alps mountain resort of Lenzerheide. He also enjoys a lifestyle that comes with international celebrity. Bradley Cooper is a regular in Federer's courtside box. French soccer icon Thierry Henry is a good friend. And he's been known for the occasional big night out, like his belated birthday bash a few years back at Manhattan's Beatrice Inn, where the tennis star dined with Diane von Furstenberg, Nicole Kidman, Oscar de la Renta, and the devil in Prada herself, *Vogue's* Anna Wintour. In fact, Federer and Wintour have struck up a close friendship over the past 16 years. "I bounce all kinds of ideas off of her," Federer has admitted. "What to wear on and off the court, at photoshoots, sponsors, everything."

Yet the most popular sports figure on the planet is devoid of ego and pretence. "He's the most engaged, present guy on the tour," says Gimelstob. Ask anyone who's crossed paths with Federer and they'll gush about his wit, generosity, and warmth. "I'd had a big interview fall through," says Gimelstob. "Roger had just played five sets and agreed to take time to sit down with me. We do the whole interview, after which the tech guy announces something went wrong: No sound. What'd Roger do? He did the entire interview again."

While professional athletes of his stature don't tend towards public introspection, Federer acknowledged his struggles after the 2013 season. "I had some doubts at certain times," he said. "But overall I knew that it couldn't be that I'd feel this way forever, so it was just important to stay

patient and wait." He changed his racquet from the traditional 90-square-inch head to 95, affording him the additional power needed to handle baseline blitzers Nadal and Djokovic. More important, Federer also rededicated himself to training, spending countless hours on the court trying to recapture his game.

It paid off. In 2014, he won five titles, and the following season Federer

made an even more emphatic statement. In addition to two Grand Slam finals, he won the Western & Southern Open title in Cincinnati with consecutive victories over Andy Murray and Djokovic, the world's number one and number two players, respectively.

After losing the 2016 Australian Open semis to Djokovic, Federer, in a rose-coloured baseball cap from his signature RF collection for Nike, sat for the obligatory press conference. "I know you guys think I'm old," he said, evoking laughter from reporters. "But it doesn't scare me when I go into a big match against any player who's in their prime."

In early February last year, Federer notched another milestone: For the first time in his career he went under the knife to repair a torn meniscus. Experts said the athlete could be laid up for months and possibly not play until summer. Yet they, too, underestimated Roger Federer. Three weeks after surgery he was back on the tennis court, saying he'd "rarely felt so happy" to be there. However, in July 2016, he announced he would miss the remainder of the season to recover from the knee injury. On his first major outing at the 2017 Australian Open, the win against his biggest rival, Nadal, has given Federer and his fans the much needed belief. And if Federer continues with his superb form, you can be certain he will be rewriting history again. ■

THE GIXXER LIFE

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WILL ENSURE YOU ARE ALWAYS
THE **CENTRE OF ATTENTION.**



THE SUPERB
HANDLING AND
QUICK RESPONSE
WILL ENSURE
YOU ARE
**ALWAYS
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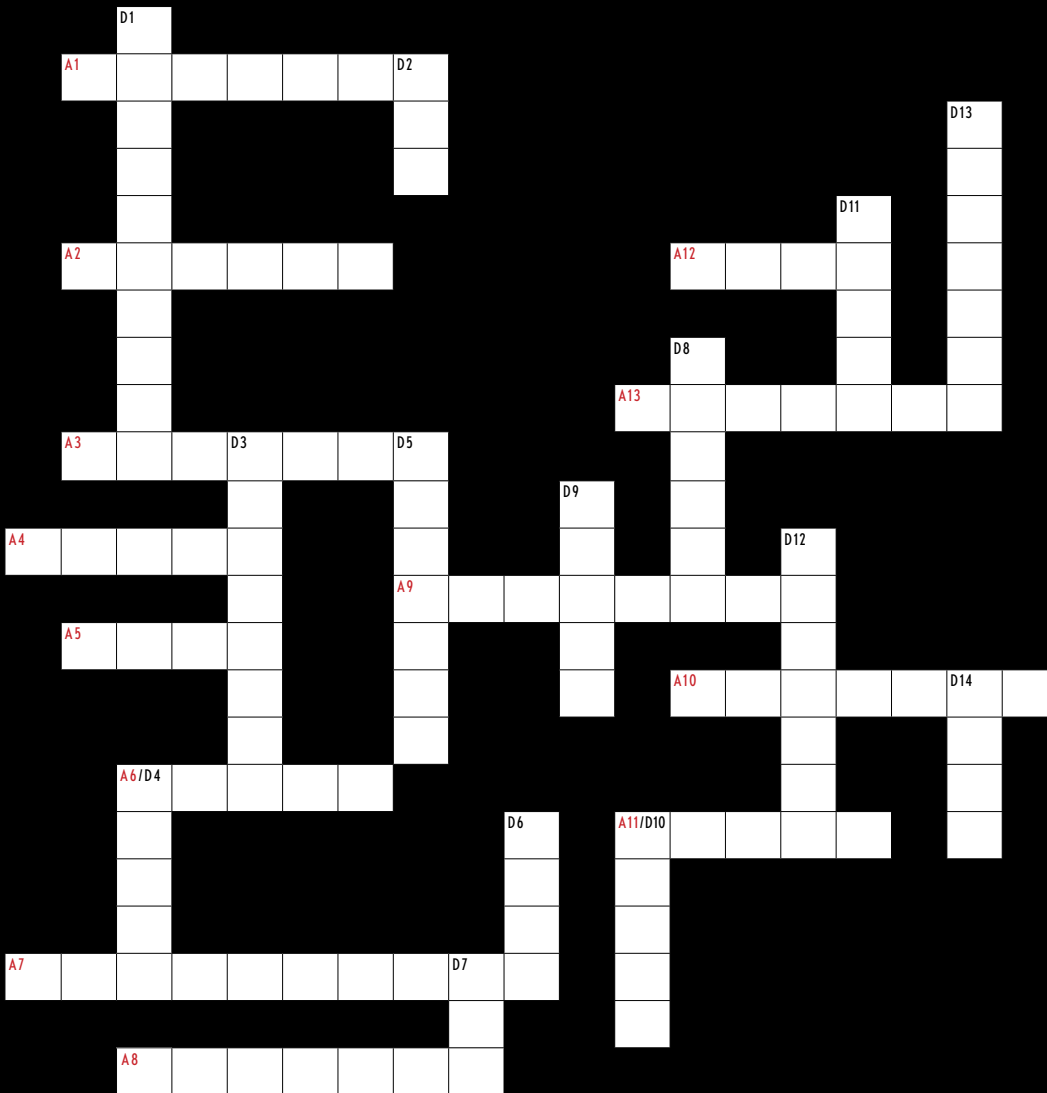
*Photography: Muneesh Tarsem Styling: Tanima Khosla Hair & Make-up: Anand Kaira
Models: SUMIT (TSS Talents India) DARIA F. (La Modelz Management)
IVONA (Karma Models Management) MUDIT Production: Location Bazaar*

HOW

We've given your Sunday crossword a makeover in true *Maxim* style. Are you ready to try your luck?

WELL

DO YOU KNOW YOUR COVERGIRLS?



ACROSS

- A1 Made Size O popular.
A2 Debuted opposite Fardeen Khan in *Janasheen* back in 2003.
A3 Shares a special bond with a major Hollywood action star.
A4 Starred in 2016's thriller *Wazir*.
A5 Hosts a radio podcast called #NoFilter....
A6 Starred in the biopic about India's most successful cricket captain.

- A7 Hot mama who received critical acclaim for her work in *Ye Saali Zindagi*.
A8 Won two back-to-back National Awards for acting.
A9 Daughter of the original Shotgun.
A10 *Maxim*'s January 2016 covergirl.
A11 The First Lady of Fashion in the movies.
A12 Blue blood.
A13 Sexiest dance moves on the planet!

DOWN

- D1 India's favourite Sri Lankan import.
D2 *Maxim*'s 11th anniversary covergirl.
D3 Topped the *Maxim* Hot 100 list in 2016.
D4 Starred in a Shah Rukh Khan-Kajol movie.
D5 Plays a ghost in an upcoming film.
D6 On her way to MILF-dom.
D7 Former beauty queen known for her social work.
D8 Was once on America's Next Top Model.

- D9 Makes French sound super sexy.
D10 You've probably used the incognito tab to Google her.
D11 The unconventional hottie.
D12 *Maxim* covergirl four times—a record!
D13 The OG hottie who danced on the roof of a train.
D14 Played the sister in *Rustom*.

For the answers go to page 90

Dictator Of Decorum

with GLENN O'BRIEN



As the penchant for tattoos continues unabated, do I need to change my thinking on the men and women who get them? I've always held that tattoos are acceptable when applied discreetly to parts of the body that are only revealed during acts of intimacy or beach vacations. It's one thing if my local barista is a guy with a spider crawling up the side of his neck, but quite another to have my mortgage rejected by someone with the same self-inflicted markings. Is there no longer such a thing as too much personal information in a professional setting?

Tattoos have a large part in the history of regret, as they are often acquired under the hormonal influences of youth and before the course of one's life and career is firmly set. This is why there's an entire sub-industry in tattoo removal. Remember that historic moment when Johnny Depp's arm tattoo was transformed from WINONA FOREVER TO WINO FOREVER? Forever, we have learned, doesn't always last forever.

Times do change, however, and paradigms do shift. The U.S. military once frowned upon tattoos, but in the age of an all-volunteer military, it found its prohibitive policies impractical. In 2015 the U.S. Army eliminated its restrictions on the number and size of arm and leg tattoos, vastly expanding its recruiting pool. And so the world goes. Still, I might tend to look askance at a rack of lamb presented by a pentagram-marked hand, or be disinclined to hire a babysitter marked BORN TO RAISE HELL.

As I'm entering my forties, I find I'm wearing the same items more often. I am

always neat and clean, but I really feel comfortable in a few pieces worn in short rotation. I usually add things to my closet each season, but I tend to come back to the same comfort-zone look. Am I in a rut? Do I need to break out of this routine, or revamp my wardrobe each season?

After years of developing a look, consciously or not, you probably project a certain confidence in who you are. This is a good thing. You seem solid and reliable. Meanwhile, it's a lot easier to look like a fashion victim once you hit your forties. So it sounds like you're getting it right, but you still should be observant enough to notice what's going on with the masses, such as the disappearance of pleats and the retreat of shoulder pads, lest you appear to have recently emerged from a killer of a coma.

I run a small creative business, where I am able to dress a lot more casually than someone in finance or law. I try to look professional by wearing a blazer or sport jacket over jeans or khakis when I am meeting with clients. Increasingly, I'm meeting with people at successful companies where it's harder to determine who is running things. The boss might be under 30 and wearing a ripped N.W.A. tee. I have no official dress code for my company, as I considered it uncool, but I have started thinking about this more and more, as I've been embarrassed by some of my staff's inappropriate choices. It's hard when the copier repairman shows up looking better than your Ivy League MBAs. How can I lay down some rules without turning us into "suits"?

The man who invented modern taste, Beau Brummell, said, "If people turn around to look at you on the street, you are not well dressed." This concept may be hard to explain to your team, especially if you work in fashion or the arts, where the tendency is to emphasise appearances, but if you explain that you don't want your clients to see you as upstaging them or competing with them, they'll understand why you can't appear too unique. Emphasise being a team player. And that they can wear what they want to the after-party.

My wife, whom I consider very stylish, generally agrees with my sense of style and taste. I wear designer labels discreetly, and keep up with fashion trends if they work for me, but shy away from anything more flashy. Recently, she told me that she hates my watches. I have been collecting watches for years, and she has never mentioned not liking anything before. She says that some of my newer watches are way too large and flashy and thinks they should not cover more than half of my wrist. What is your opinion on the appropriate size of a man's watch?

There are certain areas of taste where men and women tend to diverge. Cars and watches are two areas where the differences are quite obvious. Many men drool over exotic two-seater imports, sometimes painted in colours often seen on more avant-garde running shoes. They drive by attractive women pedestrians, their mufflers a-rumble, and screech their tyres at stoplights as if engaging in some animal mating ritual. But often I'll notice that the observing vixens are actually tittering at



Not every slab of meat needs ink

the hair-chested sportsmen displaying their horsepower. Oversize watches also seem to be tools of overcompensation.

When I was a youth, timepieces were incrementally smaller than today's hockey puck-size "sport watches." They were discreet doing their job, telling you what time it is. Then, in the 1980s, Wall Streeters with considerable disposable income, feeling limited in their options for displaying wealth, adopted sport watches and took to wearing a thing designed to dive at 300 metres while eating sushi at the trading desk. Watchmakers responded by making bigger and bigger watches. The best answer to this trend was by the former

creative director of Barneys New York, Gene Pressman, who began wearing a women's Rolex simply because it seemed like the right size. Listen to your wife. She will prevail.

I am getting married in June and I'm confused about what to wear. Our wedding will be a trip for a group of about 80 people and will take place at a castle in Portugal. We are planning a ceremony in a chapel, followed by dinner and dancing. My fiancée is having a gown made, and will change into a short dress for the party. I like the medieval/baroque feel of the place, but don't think a tux is quite right. A dark

suit just doesn't seem special enough next to my fiancée's gown. I also don't want to change into something else for the party later—whatever I wear, I'd like to wear all night. What do I do?

Wear a tuxedo! That's what it was invented for—dressy, but relaxed enough to get down in. Rich Americans wanted something fancy enough to function in high-end architectural surroundings but wearable enough to party hearty in. You could opt for full dress (i.e., tails) but then your friends would hate you for years. A tuxedo is available and easy to wear—discreetly formal and laid-back enough for when the party really gets started. ■

EMPORIUM

WHAT MEN WANT



Rouge-tastic

Add some colour with these red-hot gadgets.

by JIYOONG GANG





For photo shooting as well as video clips and even easy to print photos, **Polaroid Snap Touch**, ₹21,000; you can adjust the length of this ballpoint pen, **Lamy Pico Pocket Ballpoint Pen, Wild Rubin**, ₹5,000; colour lens sunglasses, **Alo**, (p.o.r.); strong firm fountain pen with triangle grip, **Lamy Safari**, ₹3,000; red leather diary, **Moleskine**, ₹2,000; red hot Bluetooth speaker, **Beats Pill Portable Speaker**, ₹17,000; pencil case of nature-friendly vegetable leather material, **COBASLAB Snap Leather Pencil Case**, ₹2,500; burst-proof iPhone case made from polycarbonate, **Elago Glide**, ₹2,000

SURREAL SOUND

God bless your cochlea.

by HEEJIN CHAE



AKG/N90Q
Black and gold colour
combination looks
super cool. It is fit for
Kingsman's closet.
₹97,000; akg.com



SENNHEISER HD599
Fresh and alive sound,
comfortable on ears.
Good base.
(p.o.r.); sennheiser.com



BOSE/QC 35
Who can resist Bose's
noise cancelling
technology?
₹32,000; boseindia.com



JBL EVEREST ELITE 300
Good balance. Ease of
use. This works nicely with
almost every music genre.
₹17,000; in.jbl.com

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ON OUR RADAR

Every year the cars keep getting better. They are more feature-rich. More tech-laden. In 2017, there are at least 20 new launches that have been planned. We pick some of those that have caught our fancy.

by **ROSHUN POVAIAH**



MARUTI SUZUKI IGNIS

The first launch of the year was a big one from Maruti Suzuki. The automaker has added a third car to its premium Nexa range dealerships to sell in the form of the Maruti Suzuki IGNIS. The IGNIS is a crossover—a mix between a hatchback and a compact SUV—and will compete with the likes of the Mahindra KUV100. The IGNIS is powered by a 1.2-litre petrol engine (that it shares with the Maruti Suzuki Baleno and Maruti Suzuki Swift) and also comes in a 1.3-litre diesel engine variant. People can opt for manual or automatic transmission. Its lightweight platform is engineered for utmost safety, having received three stars for the standard version and five stars for the version with additional safety kit in the Euro NCAP crash tests. It has plenty of features, too, including LED headlamps with projectors, touchscreen infotainment system, and a futuristic looking dashboard, among others.

TATA NEXON

The Tata Nexon caused quite a stir when it was unveiled at the Auto Expo in New Delhi in early 2016. This compact SUV is set to launch in early 2017 and will give the Maruti Suzuki Vitara Brezza and Ford EcoSport a run for their money. The Nexon has very futuristic styling, yet retains Tata's design language pretty nicely. It does have quite a bit of inspiration from the Range Rover Evoque. It will come with a choice of either a 1.2-litre turbo-charged three-cylinder petrol engine or a 1.5-litre diesel engine with manual and automatic transmission options.



TATA HEXA

Tata is pinning a lot of hope on its new SUV, the Tata Hexa. This is not really an all-new SUV, but is a completely reworked Tata Aria, which now looks and performs a lot better. It is a spacious seven-seater (or six if you want luxurious seats), which has go-anywhere capabilities with an all-wheel drive system. The Hexa will come with a 2.2-litre diesel engine that puts out 400 Nm of torque and 156 bhp of power, making it quite a capable performer. It will have a choice of six-speed manual or automatic transmissions. What really has people excited about the Hexa, besides its looks, is the indicated price tag. Having learned lessons from the pricing of the Tata Aria a few years ago, Tata will be putting a pretty aggressive price tag on the Hexa, undercutting its main rivals, the Mahindra XUV500 and the Toyota Innova Crysta. With its features and capabilities, this is an SUV to watch out for.

SKODA KODIAQ

Skoda will be bringing in the Kodiaq, which for all practical purposes looks a lot like an Audi Q7 scaled down a little. This will be Skoda's first seven-seater in India and shares a lot of components with the Skoda Superb. In India, the Kodiaq will be offered with a 2-litre diesel engine (similar to the Superb and Skoda Yeti) and all-wheel drive. It will also likely get a 2-litre petrol engine. The Kodiaq will compete with the Toyota Fortuner and Ford Endeavour although it is a bit smaller. However, it has a long feature list which includes hidden umbrella holders, removable flashlights, panoramic roof and more.

MARUTI SUZUKI SWIFT

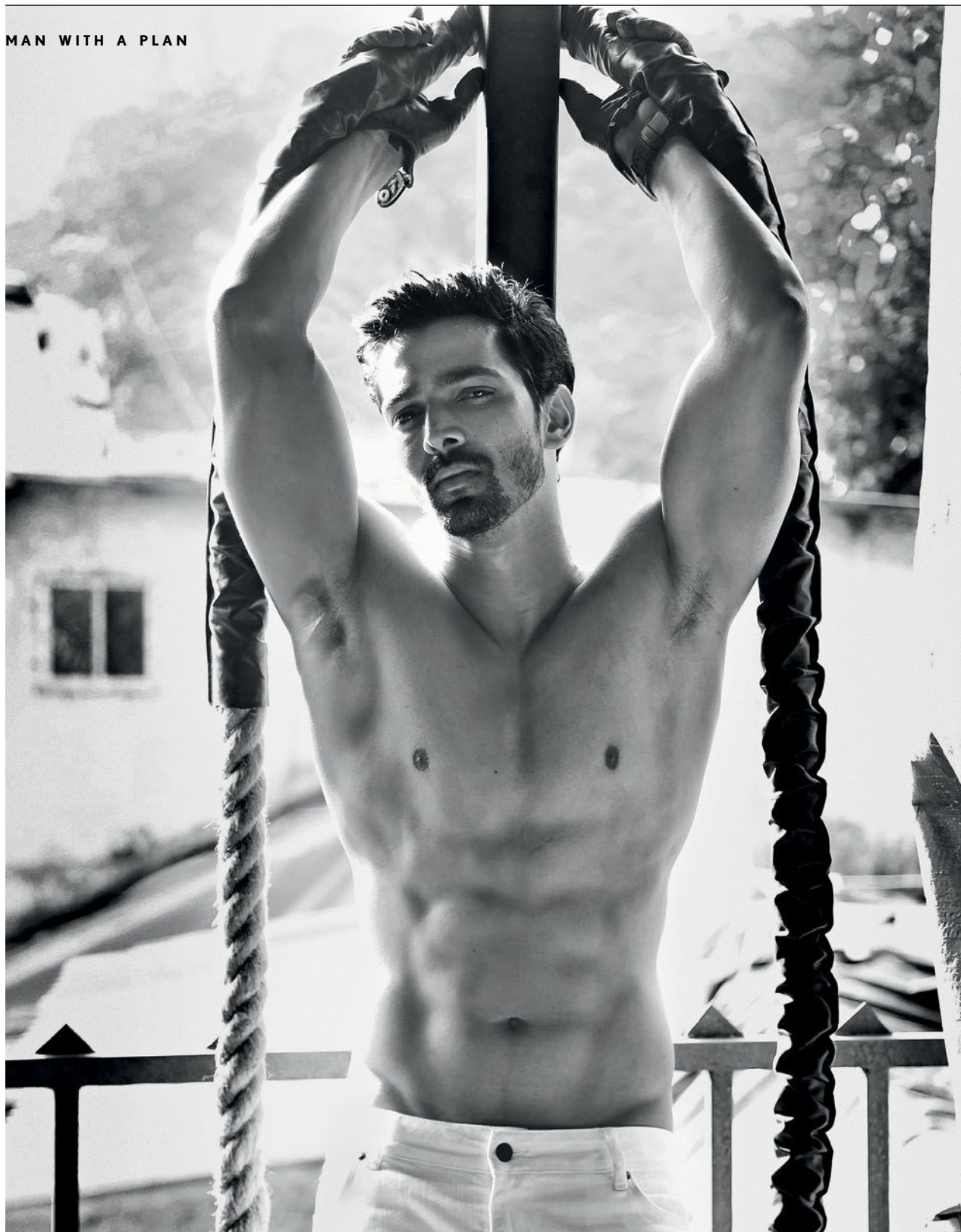
Maruti will be launching an all-new Swift later in the year. This car retains the basic design lines of the existing Swift, but is in fact an all-new car. The front now gets a sportier look with a large hexagonal grille. The rear features squarish tail-lamps and a squat look. The door handles on the rear doors now move up to the quarter panel to give the Swift a two-door look in a four-door car. Engine choices are likely to remain the same in India, with the 1.2-litre petrol and 1.3-litre diesel, although Maruti may offer a 1-litre turbo-charged petrol as well. The new Swift shares a lot of components with the Baleno, but will likely be priced slightly below it.

HONDA WR-V

It looks like SUVs and crossovers will continue to be the flavour of 2017. Honda will be launching a new compact SUV based on the Honda Jazz platform. The compact SUV will be called the Honda WR-V. It will be under four-metres in length and share a lot of components with the Honda Jazz, including engine choices such as the 1.2-litre petrol engine and 1.5-litre diesel engine. It has a lot of ruggedness built into the design with the front looking very SUV-like. It will compete with the Maruti Suzuki Vitara Brezza and Ford EcoSport.

AGENDA

MAN WITH A PLAN



BOOST YOUR WORKOUT

THIS REGIME AND DIET PLAN WILL POWER UP YOUR BODY.

by HARSHVARDHAN RANE

BETTER YOUR ROUTINE

I train five to six times a week in the gym. Also, I'm learning to play football these days. I do new exercises every day and try to perform 10 to 15 percent better than my last workout.

MIX UP YOUR WORKOUT

Besides weights and cardio, I also do animal walks—tiger walks, gorilla walks, alligator walks and crab walks. They are excellent for strengthening core muscles. I do a lot of jumps to power up my lower half. New forms of exercises get small muscles and ligaments activated. It's great for core and overall training.

CHEAT MOVES

I work out for almost 50 minutes to an hour every day. The best thing to do is supersets. I train with weights, immediately followed by superset, free hand, without using any weights.

ALTERNATE WITH DEAD LIFTS

Dead lifts are tough and, if not done correctly, have more disadvantages than benefits. A very good alternate exercise is *setu bandh asana* or bridge pose. Simply lie down on your back with palms facing downwards. Fold your knees and lift your hips up till your back forms an arch and then come down slowly. Do three sets of 10 repetitions each. It will strengthen and power your lower back.

FOCUS AREAS

Most Indian men focus on two or three muscles in the gym. Everyone has a different body shape but what makes one person look better is his body proportion. Your neck should be equal to your biceps, which should be equal to your calf muscles. If they are not proportionate then you are lagging behind. Therefore, focus on your legs. If your arms are weak and legs heavy, again, you will not look proportionate. Take your neck as a benchmark and try to manage your biceps and calf muscles.

COOL OFF

I get myself stretched by the trainer or do active stretches on my own after every workout. Don't forget to breathe when you do stretches because if you breathe your muscles tend to stretch a little more and in the right way.

YOU ARE WHAT YOU EAT

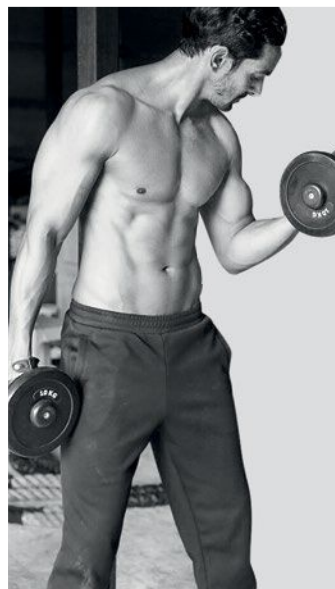
I believe in clean eating. I feel you look similar to what you eat. If I'm eating junk, I imagine myself looking like junk. I try to eat lean, non-vegetarian food and fresh vegetables undercooked. My diet includes salads, eggs, chicken and fish. Nuts are also crucial as they are a good source of Omega 3 fatty acids.

POT-BELLY ISSUES

Pot-bellies can be taken care of by avoiding alcohol and carbs at night. What you eat at night gets stored in your body and doesn't get utilised. So watch out.

PROTEIN SUPPLEMENTS

Supplements are shortcuts. I always suggest people stay away from them. Instead, include tofu and *paneer* (cottage cheese) in your diet. The left-over water after soaking *paneer* has an immense amount of proteins. Drink that water. Egg whites are clean proteins. Opt for natural foods.



MENTAL HEALTH

Focus on your breathing. Whether I'm driving or waiting for a meeting to begin, I suddenly shift my focus to my breath and I start feeling it. I do this at least twice or thrice a day to have a healthy, functioning mind. Also, try to stay in the present moment.

STAY MOTIVATED

Your body will take some time to change. If you are not consistent then it won't show any results. The problem with some men is that they do great workouts and they put in a lot of hard work. But then they go home and eat junk. That totally negates your workout and hard work. It becomes zero. Be consistent, disciplined and don't give up.

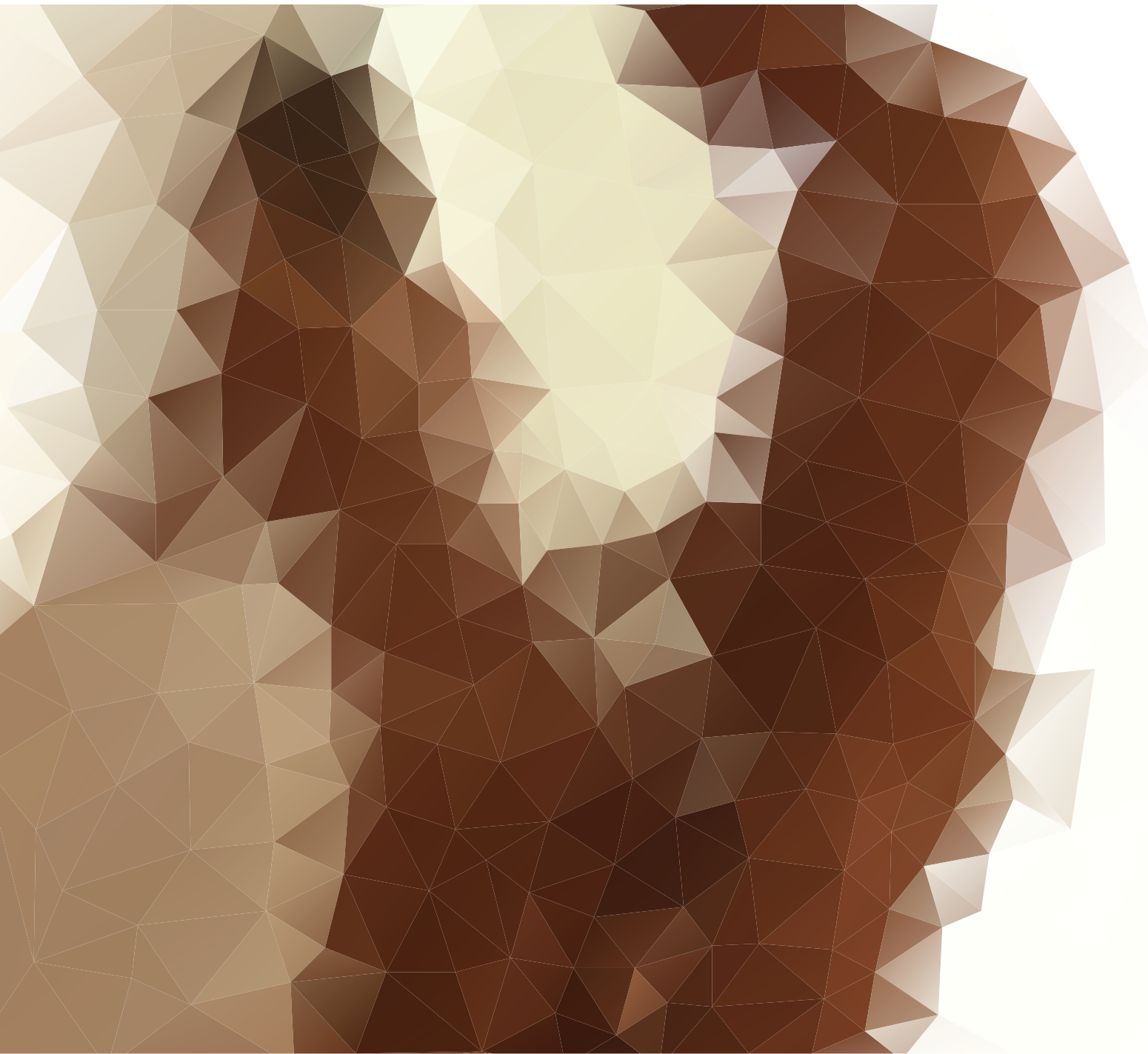
NO-GYM DAYS

No-gym days are overrated. One shouldn't take too many breaks unless you have broken some world record

YOUR BODY WILL TAKE SOME TIME TO CHANGE. IF YOU ARE NOT CONSISTENT THEN IT WON'T SHOW ANY RESULTS

because only then your muscles are broken down and they need some rest. You should do some form of activity every day. Only if you are doing heavy lifting then your muscles may require a day's rest to recover. ■

She'll Say



Yes!

HERE'S HOW TO GET YOUR GIRL TO TRY SOME KINKS WITHOUT MAKING HER FEEL WEIRD OR CONSCIOUS.

by MADHURI BANERJEE

ANAL SEX

The myths surrounding anal sex are that it's painful, it's less pleasurable or that it's just plain gross. There's some research that says anal sex also has higher chances of transmitting sexual diseases than vaginal sex. But, practised safely, it can be intimate, and you need to convince your partner that it can be fun for both of you. Begin by recounting a fantasy and a romantic setting where she's willing to try some kink. Talk sexy, act sexy and then tell her this...

Fact 1: Women can also enjoy anal sex.

Fact 2: Men have more fantasies about anal sex than any other type, according to Ian Kerner, author of *The Big Fun Sexy Sex Book*.

Do It: a) Find the correct anal lubricant and lubricate the area well enough.

b) Use a condom for extra lubrication and, of course, protection. You may be exclusive, but this will help settle her sanitary issues.

c) Ask her to take control so she can tell you how gentle or fast you need to be.

d) If she is uncomfortable, stop. Reminder: Empty your bowels before the act and always communicate about what both of you want from the act before you begin.

MUTUAL MASTURBATION

Some people consider masturbation a sin and/or a waste of semen. They're missing out on some great avenues to explore one's sexuality. There are studies that have found that "too much" masturbation, though, will lead to compulsive behaviour, which could be "exhausting" for the man. Like to do it often? Well, if there is an urge beyond the normal, it could be a prostate swelling problem that makes you want to stimulate yourself, says Dr Pavan Sonar,



a senior psychiatrist and sexologist based in Mumbai. But, that apart, it is a great way to engage your girl, and help shatter some social taboos at the same time. There is nothing like masturbating together, say a few ladies we interviewed for this article. You will need to break her out of her shell to do this and it won't be easy. Just remember these facts.

Fact 3: There is no scientific fact that says you will lose your masculinity, virility or sexuality if you masturbate. The same goes for her.

Fact 4: Masturbation is good for you as it keeps the body healthy and free of toxins—we can't find a better argument.

Do It: Just before you have sex with your partner, tell her how sexy you find her and how much it turns you on to watch her touch herself. Start her off, and then let her control the proceedings. This is especially erotic if you do it facing each other. The lovemaking that follows will be earth-shattering for her and for you.

DIRTY TALK

Before. After. During. No, we don't mean talking about sex in a general manner. But

remember this: Sex is an uncomfortable topic. Most people still prefer to get their knowledge online or through porn, which can be dangerous. Especially when it comes to dirty talk.

Fact 5: Sex is an emotional act for most women. They need to be in the mood for it.

Fact 6: Men don't want to spend so much energy in getting their partner in the mood.

Do It: Talk about sex! Why you need it. What you want. What you can give. How much you enjoy her body. How much it turns you on. Build from there. Don't start with actual pornstar talk, of course, because that'll just freak her out. Start soft, encourage her to mouth what she's feeling. And, of

course, here's the common sense advice: The more you communicate, the better your sex life.

SEX DURING HER PERIOD

Also defined as the five days of upper body strength training a man is forced to do. Sex is actually between two people (or three or four, but let's not go there for now). However, an entire society plans when, how and who you should be having sex with! Society tells us—and her, sadly—that women are "unhygienic" at this time. In some places,

women can't even enter the kitchen so the entire family knows she is menstruating, which can be very humiliating for her at a subliminal level, says Dr Sonar. This is what you're dealing with. It's a big "taboo" to break. Fortunately, there are no medical grounds not to do it, just so you know.

Fact 7: Women have been told that menstruation is unhygienic and sex, therefore, is not fun.

Fact 8: Men comply with women because they want to be "sensitive" and there are some who will never go there. Up to you, we say.

Do It: If a woman doesn't have pain, which could be caused by dysmenorrhea and should be checked (and you should go with her to her ob-gyn), it is actually safe and pleasurable. Use a towel. Wash up properly later or do it in the shower where you don't need to worry about seeing any blood. Also, you should definitely ask a woman if she wants to have sex and convince her you are not put off by her menses. Give her a massage, do enough foreplay to get her in the mood and be even more sensitive during the act as her body will be delicate during this period. She'll love it. ■

BLOODY MARIA

A perfect brunch-time cocktail that has been the salvation of countless hangovers. The flavours of tequila and lemon juice dance nicely with the other rich ingredients, finishing off with a spicy kick to help get our mojo back in action. This is a versatile cocktail, so be creative with your juices and seasonings—and vary the amount of spice to find your perfect balance.

Get these

- 45 ml tequila
- 45 ml tomato juice
- 10 ml fresh lemon juice
- 4 dashes Worcestershire sauce
- 2 drops tabasco sauce
- Pinch of salt
- Pinch of black pepper to garnish
- Celery stick to garnish
- Cherry tomato to garnish
- Ice

Make it

Pour all ingredients into an ice-filled shaker and then gently rock a few times to mix. Strain into an ice-filled Collins glass. Garnish with celery stick, cherry tomato and cracked black pepper.



Mexican Sunrise

Take your margarita to the next level with mezcal, another cactus elixir.

by **HARSIMRAN SHERGILL**

Ah, tequila... the liquor that's as tasty as it is over-used. But it is not the only agave spirit to come out of Mexico and, of course, there's no reason for you to limit your palate to just one form of gulp-able cactus. There's mezcal, Bacanora and Raicilla—among many more local variants—and all of them have the same tangy kick as tequila. Though not easily available yet, each of these can become proud members of your bar and are great to sip or mix with cocktails with more vegetal undertones.

Mezcal, in particular, is tequila's smoky and often more intense cousin. It is made by roasting the heart of the agave plant, and typically comes from Oaxaca and its surrounding areas. It has a very crisp taste—which may take some getting used to—but finishes off with a superb tang and a refreshing bite. Sip it, or create the excellent cocktail we've happily test-driven for you.

THE GREEN CHICO

Get These

60 ml mezcal
30 ml lemon juice
15 ml simple syrup
15 ml Falernum liqueur
30 ml celery puree
3 dashes of hot green chilli sauce

Make It

Pour the ingredients into a shaker and mix well. Strain into a crushed ice-filled glass.



Pierde Almas Espadin

The revered mezcal-maker uses different types of agave in small batches to give this a unique and aromatic flavour, which begs to be sipped and mixed.



Del Magney Espadin Especial

Unlike the woody body of most mezcals, this one offers a complex mix of citrus and floral, but is full-bodied enough to be had raw. Delicious.



El Buho

Like a subtle balance between the previous two, it is super to sip, but the sting of the agave also makes it perfect for a perky cocktail. Picture a beach bonfire.



El Jolgorio

Made to be mixed, this mezcal has a number of variants that offer unique but distinctive tastes. The different agave varieties have their own flavour, so try them all!



Sotol Por Siempre

A different kind of mezcal—technically a Sotol made from the desert spoon plant—it mimics the smokiness of mezcal, but lends itself well to most cocktails.

AGENDA *wines*

IN VINO VERITAS

The insider's guide to Italian wine, from the author of *How to Drink Like a Billionaire*.

by **MARK OLDMAN**

IF YOU'RE GOING TO DRINK LIKE A

billionaire, you have to drink Italian wine. No glass so ably matches the lusty flavours of Italian cuisine, be it the blissful combination of a piercing friulano with creamy burrata or a Barbaresco with a steaming plate of buttered pasta and shaved Alba truffles.

We all know the likes of prosecco, pinot grigio and Chianti, any of which can be deeply gratifying when well made, but this is just the tip of the tiramisu that is Italian wine. With more than 300 grapes and a dizzying number of wine regions, it is the wine world's crazy quilt of complexity. The good news is that this prevents even most experts from becoming experts on Italian wine, which takes the pressure off—and makes it that much harder for snobs to show you up. If you learn just a few good types, you'll be ahead of the game.

Another advantage of Italian wine is that, compared to its counterparts in France and California, the most coveted versions aren't always the world's most expensive. Just as some vintage Alfa Romeo Spiders sell for only four figures, the Italians believe in delivering beauty at all price points. And the value of learning to pronounce a few special Italian wines should not be underestimated. Order an everyday-sounding merlot or malbec and your date will yawn, but purse your lips around the glamorous Etna Bianco or Amarone—and you've already closed the deal.

Mark Oldman is one of America's most sought-after wine experts. He is the author of How to Drink Like a Billionaire: Mastering Wine with Joie de Vivre (Regan Arts).



FRIULANO (Free-oo-LAH-noh)

Let the pikers play with their pinot grigio while you favour friulano, a white that's the pride of northeastern Italy but still relatively unknown outside of wine circles. Uncommonly refreshing, friulano is crisp and medium-bodied, with an often pleasantly bitter aftertaste of minerals or almonds. While some versions edge over \$50, it often goes for about half that.

Try: *Livio Felluga Friulano Friuli Venezia-Colli Orientali* (\$30).



AMARONE (Am-ah-ROE-nah)

A powerful, swaggering capo, this is a heady red made from dehydrated grapes grown in the Valpolicella district of Italy's Veneto region. Its bold, high-octane taste, which sometimes has hints of chocolate or minerals, often requires 10 or more years to mellow. Prestigious and powerful, it deserves to be drunk in a jewel-encrusted chalice.

Try: *Giuseppe Quintarelli Amarone della Valpolicella Classico* (\$375).



AGLIANICO (Ah-lee-AH-nah-ko)

Considered the top wine type of relatively humble southern Italy, Aglianico delivers a savoury black-fruited whoosh of sour cherry, leather, black olive or smoke. It is generally more affordable than its counterparts up north and is a willing match for porterhouse, rib eye and other meaty fare.

Try: *Feudi di San Gregorio "Serpico" Irpinia* (\$80).



FIANO (Fee-AH-noh)

A good introduction to Italy's best white wines is Fiano, which hails mostly from southern Italy's Campania region. Its lemony acidity and medium weight make it versatile with most dishes, especially pasta creations with nuts or basil, both of which are also signature scents in the wine. Sniff mindfully and you may even detect a floral bouquet, so if you forget to bring flowers, there's a good chance this wine will do it for you.

Try: *Pietracupa Fiano di Avellino* (\$30).



ETNA BIANCO (ATE-nah bee-AHN-ko)

If anyone tries to give you grief about drinking white wine, tell them yours was wrought by a fearsome volcano, which is exactly how the best wines from Sicily—and specifically around the east coast district of Mt Etna—came to be. The grapes raised on Mt Etna's high-altitude, volcanic soils, including ancient indigenous varieties such as carricante, create wines that are refreshing but have a distinct minerality and intensity.

Try: *Benanti Etna Bianco Superiore Pietramarina* (\$40).



BAROLO AND BARBARESCO

(Bah-ROH-low, Bar-bah-RAY-sko)

Italy's rich, regal expressions of the nebbiolo grape, Piedmont-based Barolo and Barbaresco can be astonishingly unique in nose and taste. Their signature scents are tar and roses, but leather and menthol often rise to the fore. Their ample acidity and tannins also make rich food a necessity, so unleash the osso buco. Try: *Gaja Barbaresco* (\$200).



MAXIM

A Lingering ALLURE

Maxim meets **POOJA HEGDE**,
the actress and model whose easy
sensuality and piercing gaze have set
many hearts aflutter. As she spreads
her wings in the movies, we can't wait
for ringside seats.

by MEHER BAJWA



P

Hi, Pooja, this is your first shoot with *Maxim*. Did you enjoy it?

It was a lot of fun. I'm really excited about the photographs. I hope you guys will like them too.

We love them! What's the first thing that comes to your mind when you think about *Maxim*?

Hot and sexy.

And when do you feel sexiest?

When I'm naked. (*Laughs*)

Is there anything you are apprehensive about doing onscreen?

Full frontal nudity is something that I wouldn't want to do even if the script demanded it. I believe in "Never say never" but I don't think we are ready for it yet.

What's the scariest thing about working in films?

Sometimes, when you are travelling to smaller cities and staying in hotels, I've had random people knock on my door and say they want to meet me or want to take pictures with me. That's a bit scary, especially if you are travelling alone.

What do you think separates you from other actresses of your generation?

I think it's my versatility. I can be hot and cute at the same time. I can do everything.

There's a new *Wonder Woman* film coming out this year. Given a chance, which superhero would you like to play?

I wish I was the *Wonder Woman* but I'd love to play Po from *Kung Fu Panda*. I'm Po, Po is me. That's why I always say my name is Po-oja because I'm Po. But I'd also love to be *Wonder Woman* or *Catwoman*.

Tell us about your upcoming project.

I'm doing a film down south. It's a Telugu film with Allu Arjun. It's called *DJ* (short for *Duvvada Jagannadham*).

Is there any difference in the way people work in the south and in the Hindi film industry?

Not really. Actually, it's just a language difference. People are people everywhere.

As a celebrity you are always watched and one of the downsides of being famous is the rumours that start. Are you ever worried about them?

Yeah! I'm a little apprehensive about them and nervous too. But, it's a part of the profession. It also depends on how bad the rumour is. I'm very clear that I would never talk about my personal life in public. So, I will never address rumours relating to my personal life.



OPENING SPREAD

Bra and briefs by Raven & Rose ₹6,433 and ₹4,175; oversized organza bomber by DRVV ₹12,500

THIS PAGE

Crested Iris shirt by The Grey Heron ₹4,900; bra by Raven & Rose ₹5,817; briefs by Marks & Spencer ₹1,169; rings by Apala by Sumit (p.o.r.); leather cuff by Rara Avis ₹5,500



“Full frontal nudity is something that I wouldn’t want to do even if the script demanded it.”

Maxim has started a social campaign called #MakeHerSmile. The campaign focuses on respecting women and treating them well. What can a man do to make his woman smile?

The best way to make a woman smile is to respect her. And you can respect her by simply listening to her. Apart from that, give her chocolates.

Noted! What is the easiest way for a man to get your attention?

A good sense of humour. He should be able to make me laugh. That’s very important.

What turns you on in a man?

Right attitude, humour and intelligence. I like having good conversations.

And what turns you off?

Body odour and bad breath.

What is the cheesiest line anyone has said to you?

Not a line but I think it’s extremely cheesy when men talk to you like a child. When men go, “You are soooo cuuuuuute.” I mean, no, don’t do that.

What’s the craziest thing a fan has ever done for you?

Someone wrote me a letter and it’s crazy because of things that were written. Things like, “I’m watching you while I am in the shadows.” I freaked out quite a bit reading that letter.

Are you a pet lover?

I love dogs. I had a labrador but he died. It’s like a piece of you goes away with them and that’s why my mum has said, No more pets.

So that’s a good gift someone can get you?

Yes! A puppy. But, like, a tiny one. I like tiny dogs!

Your top travel destinations are...

Vietnam and Machu Picchu. ■





THIS PAGE

Bra by Zivame ₹1,195;
bikini briefs by Marks &
Spencer ₹1,169; cotton
shirt by J.Crew ₹5,062



THIS PAGE
Lace cover-up by Pero
₹19,900; lingerie by
Clandestine at Intimate
Street ₹4,730; macramé
neckpiece stylist's own



THIS PAGE

Lingerie by Betsey
Johnson ₹3,333;
georgette hoodie by
DRVV ₹7,000

STYLING
MANEKA

HARISINGHANI

MAKE-UP & HAIR

MARIANNA
MUKUCHYAN

AT TOABH
MANAGEMENT





Encore

Wynn

TITAN

PLAY TO WYNN

A CONVERSATION WITH THE
MAN RESPONSIBLE FOR
MODERN-DAY VEGAS.

by JACK SHEEHAN



STEVE WYNN WAS THE OLDEST CHILD OF MIKE AND ZELMA WYNN.

His father, a bingo-parlour operator, took a 10-year-old Steve to Las Vegas to open a new venture above the Silver Slipper casino. The business failed quickly, muscled out by a heftier competitor called the Golden Nugget. The trip wasn't lost on young Steve Wynn, though.

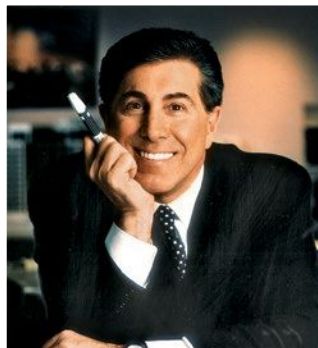
Wynn went on to attend the University of Pennsylvania with aspirations of becoming a doctor, took business classes at Wharton, and worked in his father's D.C. bingo parlour on Sundays. Mike Wynn's sudden death devastated his son, who dropped his own plans and took over his father's business.

That's when Vegas came calling. Wynn made his first investment in the Frontier, a new resort on the Strip, in 1967. By 1973, at the age of 31, he owned 400,000 shares and was elected president and chairman of the Golden Nugget, the same establishment that had crushed his father's short-lived attempt to get a foothold in Vegas years earlier.

For Wynn, Vegas was about connections, risk, playing big, and thinking beyond the gambling business to the much larger game of resorts and destinations. He built for the child in everyone with an uncanny feel for the next big thing. In the decades since Wynn has been the major player, Vegas has developed its scope from casinos and entertainment to being a destination with some of the best restaurants, spectacles, nightclubs, and shopping in the world. And Wynn has been at the forefront of all these expansions. His prescient investments in Macao casinos right before the crash of 2008 helped steer Las Vegas through the tough years that followed.

Wynn has said, "Being visionary just means you know where the market wants to go five minutes before the next guy." Those five minutes have, in large part, created the Vegas we know today.

Maxim interviews the man who can see the future.



You've been shaping the Las Vegas landscape for 40 years. Do you ever take the time to reflect on what has happened here?

Last night I was showing part of the hotel [Wynn Las Vegas] to some people, and I went up in the lift in the mountain at the Lake of Dreams. Then I immediately went down underwater in the lighting booth, under the showroom of Le Rêve, to see what was going on there. I had never done that before. I started to observe the miraculous things that are done to pull this all off, and the divers and how busy they were while the show was on. It dawned on me what incredible and complicated places these are that we've designed and built.

I'm not one to reflect for long on that, though. I love the process that created these places, and that's all I care about. Once a property or challenge is completed, I'm always anxious to move on to the next one. On those occasions when I'm riding down the Strip, I will sometimes lament how ugly some of the places are, and I'm disappointed when someone does a bad job with a property. Without picking on anyone, I've been more disappointed through the years with the competitors and their lack of imagination and taste than I've been impressed with my own work.

What's your read on the Las Vegas economy in 2016?

Let me ask you the same question I ask my board of directors when we're meeting: Do you think there's any doubt that for the next 10 or 20 years Las Vegas will be a major destination, with its 1,60,000 hotel rooms and its infrastructure?



Wynn and Frank Sinatra.

i STEVE WYNN BY THE NUMBERS

- 1967: Wynn pays \$45,000 for three percent of the Frontier Hotel, becoming a minority shareholder. He is 25 years old.
- 1971: Negotiates for and buys the only property that Howard Hughes sold in Las Vegas, a strip of land next to Caesars Palace. He then sells it to Caesars and nets \$7,66,000.
- 1973: Has approximately 4,00,000 shares and is elected president and chairman of the Golden Nugget. He is 31 years old.
- 1989: Opens the Mirage for \$620 million.
- 1989: Introduces the Shadow Creek Golf Course, rated among the 10 best courses in the world.
- 1993: Opens Treasure Island for \$450 million.
- 1998: Opens the Bellagio for \$1.6 billion. At the time, it was the most expensive hotel ever built.
- 2000: Shocks the world by selling his entire portfolio to Kirk Kerkorian's MGM Grand for a price tag of \$6.4 billion.
- 2005: Opens the Wynn Las Vegas for \$2.7 billion, making it the most expensive privately funded construction project in the U.S. at that time. It is considered one of the best hotels in the world.
- 2008: Opens Encore for \$2.3 billion.
- TODAY: Wynn Resorts is recognised with more *Forbes Travel Guide* five-star awards than any other independent hotel company in the world. It has holdings in Vegas, Macao, and, soon, Boston.

I think that's a safe bet.

My approach to solving problems and answering complicated questions is to back up until I get to a simple truth that there's no doubt about. Then I go forward one step at a time.

Now, we know why people come to Las Vegas, don't we? They come to live large, to do something they can't do at home. To have a wild experience, like kids going to Disneyland. That's a simple truth. We know historically that the town has always gone to the showmen— whoever gave the people what they wanted has been a winner here. So the town goes to the showmen, people come here to live big, and they will stay in that frame of mind as we go forward. The answer to the question is that the economy of Las Vegas will remain as it's always been—either very strong, weak, or troubled, but the best joints in town will make whatever money is left. This is a real safe place to go forward if you know your business and have the capital. But be aware that this is no place for short money.

You've spoken often about the sadness of losing your father when you were just 21, and how that redirected the course of your life. I imagine you reflect often about what it would mean for him to see the success you've enjoyed.

Both my parents were raised in single-parent households. My mother, Zelma, never really knew her father much, and my father's mother died when he was a year old, in the influenza epidemic. While neither of my parents had a bad childhood, you could say they were underprivileged.

When I was 10 years old, my father brought me to Las Vegas with him for two weeks, and his father, Jake Weinberg, came over to see his son and grandson. As an old vaudevillian, Jake danced with some of the showgirls that were performing in the Minsky Revue on top of the Silver Slipper casino. My father recorded the dancing with a 16-millimeter Bell & Howell camera. It was a riot.

My old man had, years earlier, at age 18, wanted to get a job with Coca-Cola, as a sign painter, but they wouldn't hire Jews during the Depression. So he used the name of Ed Wynn, a popular comedian who was Keenan Wynn's father. Eventually, he legally changed our last name to Wynn.

With the new name, he got the job with Coca-Cola, making \$128 a week working in the morning painting signs for billboards, and at night painting signs for the Revere, Massachusetts, bingo parlour, which is how he got into the bingo business.

Years later, our company is number two on the cover of *Fortune* magazine as a Most Admired company in America, behind Coca-Cola. At the awards event in Atlanta—the CEO Summit—they were all there: Microsoft, Warren Buffett, Ralph Larsen of Johnson & Johnson, all those people. I met the CEO of Coke, a Cuban immigrant named Roberto Goizueta, and he had a thick Cuban accent, like Al Pacino in *Scarface*. I told him the story of my father working as a sign painter for Coca-Cola. Until he died of cancer, Roberto remained my friend.

We've always served Coke products at Wynn, and last year, to honour us, on 24,000 bottles of Classic Coke they printed WYNN LAS VEGAS—10TH ANNIVERSARY.

Can you imagine, to a Depression kid from Revere, Massachusetts, if I could show my father a Coke bottle with his name on it, what a juxtaposition of fate that would be? You talk about one kick in the ass; that would take the cake. Not the private jets or the hotels or the paintings or the money or all that stuff—if my old man could see his name on a Coke bottle, I can't imagine what could top that.

When you speak to bright young people and they ask you the

inevitable questions about achieving success or being entrepreneurial, what do you tell them?

I've noticed that it's almost impossible to anoint anybody, as much as you wish you could. That drive—that desire to accomplish something, and being dissatisfied with the status quo, having your eyes on something that you want to do and figuring out a thousand different ways to break the code or find the door in when all the rest are locked—that seems to be a personality trait that is inherent in the person. Incidentally, when I meet a young person who has that trait, it stands out like a sore thumb. Now, there is an endless list of kids who want to be entrepreneurial, but whether they have it or not is something that's probably already been decided.

The biggest revelation I can share with these people, which applies to almost every business, is that I've found that money alone doesn't make ordinary people behave in extraordinary ways, which is what leadership is about. The secret of real, unbelievable performance is to somehow equate people's enhanced self-esteem to something that happens on the job. It's demonstrating to employees that working at the company means they belong to a club that's hard to join, that it's a point of pride. Everybody likes being number one.

Condé Nast Traveler informed us recently that, for the ninth year in a row, their readers' poll selected the Wynn as the best hotel in Las Vegas. That's real important to my employees, because our people who work here love the idea that this is the best place. And that attracts the kind of people who care about stuff like that, and it becomes a self-fulfilling prophecy.

I believe it was 1982, in Atlantic City, that I gave new cars to all 377 of my supervisors. This was at a time when they were laying off workers all over town, and every worker in the city was worried about losing his job. Obviously, the people who got the cars were thrilled, but what knocked me out was that our employees who worked for the 377 supervisors were just as thrilled, because it meant there weren't going to be any layoffs, and that the Golden Nugget of Atlantic City was successful and safe, not like the other joints that were struggling. They started bragging to their friends about it: Did you hear that Steve Wynn bought new cars for all his supervisors? It harnessed thermonuclear power in the human resources area, and that didn't just strengthen the company, it created a culture. I couldn't believe the impact of that gesture on the rest of the employees. It caused them to stick their chests out. I thought, *Holy smokes!*

You're 73, and have accomplished so much. Is there anything you'd put at the top of your bucket list?

I always wanted to meet Nelson Mandela, and I have friends who knew him, but I didn't get to meet Mandela. I always thought he was a spectacular character.

What excites me the most is working on new projects. I spent all day yesterday, and I'm going to spend time today, working on some of these. Life is good. I'm having the time of my life with [my wife] Andrea; we just giggle throughout the day.

When I'm working on these projects, I feel like a student. I've never felt like a master. I'm always thinking, If I just bear down more, I'll find something new and terrific that will make people go, "Wow!" Something as simplistic as that keeps me totally jazzed. I'm sure you know what I mean. As a writer working alone, you're looking for a perfect expression, the perfect description of an idea or a mood, and you find something that's just OK, but it's not perfect. Then you keep working and working, and then you get that tremendous click when you get it right. When that happens, it's such a lift. It doesn't happen very often, but when it does, that's the feeling we're all looking for. ■



WOMEN

RULE MARS

OR THEY SHOULD. MAXIM TRAVELS TO MANIPUR TO LIVE IN ONE OF INDIA'S MOST PROGRESSIVE LESSONS IN LIVING, FOOD FOR THE SOUL AND, MOST IMPORTANT, IDEAS ON HOW TO RUN THE **A WORLD THAT SHOULD BE.**

by VAIBHAV RAGHUNANDAN



SOCIETIES. WE CAME BACK WITH LEGENDARY
REST OF OUR LIVES AS MEN OF THE WORLD...

T

All the traditional Manipuri folk tales end violently. And, in almost all of them, at the centre is creation of conflict by an external feminine element. This is true of stories everywhere, of course. The damsel in distress is a strong literary symbol for conflict (Draupadi, Sita) creation. Except in Manipur, a state where more women than men have won accolades for the country in sports and garnered headlines for acts of political defiance. Here, this symbol is never in distress. She is the element who uses subterfuge to create the plot.

For instance, one of the oldest legends of Manipur revolves around a rift between two princes. The two are promised the kingdom on the condition that they finish circling creation before the king (their father) opens his eyes. The elder son sets off on a long journey around Earth. The younger son is his mother's darling and is instructed by her to circle the father before he opens his eyes. By crook he wins the kingdom. A bitter fight follows, one that is finally resolved when the father decides that the younger son can rule the kingdom, but never the common man's house. Till date, every Meitei house has a statue of the younger brother in the courtyard. Distant relations of the royal family dare not set foot there.

Moral of the story: The younger son is mother's pet.

"You must be the older son in your family," Premi Thangjam laughs, when confronted with my incredulity at the injustice. Thangjam is an English news presenter on Impact TV, a local cable network. She is the only female presenter in the whole state, and is widely regarded as the best in the business. "It's not about creating rifts in families. The way to look at the story is this: Women in Manipur always like to have control over everything that happens around them," she laughs again.

“WOMEN IN MANIPUR HAVE GUTS, MAN. AND I’M NOT SAYING THIS BECAUSE I’M MARRIED TO ONE. JUST LOOK EVERYWHERE IN THE STATE, IT’S LITTERED WITH A HISTORY OF WOMEN TAKING CHARGE.”



It is a mild January morning, and what started off as a weak winter sun is suddenly a bit stronger and warmer. Sarita Devi’s husband, Thoiba, has laid out a table and some chairs in the courtyard of their house, which is on the outskirts of Imphal. The house is modestly built, with two structures, presumably for the two families, separated by a courtyard. There is no straight road to get here. Along with my friend and translator, Devson—who also knew Thoiba through a separate association, and therefore, was referring to Sarita as *Bhabhi*—we ventured to Mayang Imphal to get to Sarita’s place for breakfast. First, though, we had to go to the academy. Thoiba had insisted we come and check it out, before following them home.

As it turned out, it was damn hard to find this academy. We’d driven up and down the road a few times.

“What is it?” Devson asked. “You’re giving up?” He’d been my football captain in school and had never really given up on the role, despite the passing of 12 years.

“It’s like searching for a fucking unicorn,” I said.

“Yes,” he said, dialling his phone, while trying to shift up a gear and keeping the car straight, a manoeuvre not too dangerous on an empty road. “But Sarita is real. Unicorns are not.”

For many, the defining image of the 2014 Asian Games in Incheon was that of P.R. Sreejesh, the Indian hockey captain, arms spread after having denied Pakistan the gold in the final. It was 16 years of hurt, repaired.

For Sarita, though, the pain was only beginning. For those who saw it live, the moment was cringe-worthy. Sarita’s protest against biased refereeing was justified, but many argued the moment and the manner of the act weren’t.

Two days before the breakfast, the day I landed in Imphal, Sarita made her pro boxing debut against Hungarian veteran Zsolia Bedo. Coincidentally, on that same day, the International Amateur Boxing Federation fired its judges from that competition, claiming scrutiny had found evidence of bias. The irony isn’t lost on Sarita. She’s eager to brush it away, though.

Boxing has always been a release for her, a way out, if you will. Starting off, the sport was a way out of a small, rural agrarian household. Sports hostels, long training camps and shared rooms with M.C. Mary Kom followed. Sarita had the best seats to watch as Mary became MARY, and all the adulation followed.

In the middle of all this was the intermittent romance with Thoiba. He was a promising footballer who played for Dempo. But by the time he met Sarita, he was a master’s student at Jamia Millia Islamia University in Delhi. Their first meeting was that of a fan boy and an elite athlete. The romance started six years later after that fateful meeting. The couple has a three-year-old boy, Tomthil, a brat, who needs no excuse to snatch my camera.

When Sarita needed boxing the most, it left her by the wayside. Her protest in Incheon earned her a one-year ban from the sport. By the time the ban was lifted, few qualifying slots for Rio remained and Sarita failed at the Asian qualifiers to book her ticket for the Olympics.

“That time I spent away was useful, though,” she says. “It helped me evaluate who I am and why I am the way I am. It helped me spend time with my family, my son, who literally hasn’t seen me much while growing up. I trained harder, too, and when the chance came, pro boxing seemed like a smart move.”

Pro boxing is a sport based purely on commerce. Skills and abilities in the ring are just as important as marketability outside it. Sarita chose her moment perfectly, too. In the bout she absolutely destroyed Bedo to take a unanimous decision win.

In the post-match interview, Tomthil



It has something to do with conflict and the paralysis it sets into men. Also, the colonial powers in their naivete thought subjugating men meant subjugating society, but it wasn't so. Not, at least, in Manipur.

Three of the biggest revolutions in Manipur's modern history have been initiated by women. The first was in 1904, when the women of the royal family resisted the British government's pick for king, Chura Chand Singh. Women defied the British government's order to enforce forced labour on men. Over 5,000 women took part in the ultimately unsuccessful struggle that lasted a week.

It isn't the one immortalised in the Nupi Lan statue, though. If you ever drive through Imphal, ask for Nupi Lan—a statue of grotesque proportions, with two men confronting two

women. The men are armed with guns and fixed bayonets. The women are bare-fisted. And yet, the pose they are captured in suggests the men are in retreat.

The second Nupi Lan (direct translation: women's war) took place in 1939, bang in the middle of the famine that wreaked havoc in east India, driven by Britain's needs in the Second World War. Women had always played a decisive role in the agrarian economy and their revolt this time wasn't just towards the injustice, but also against the skewed political system prevalent at that time. Protests were massive and scores of women descended on the Ima Market in the centre of Imphal. The British typically used brutal force to suppress the protesters. Eventually they capitulated, but by then the Second World War was in full force and the heads of the world had turned.

"SHE WAS EXTREMELY MODERN FOR HER TIME. HER WRITING, MANNERS AND ETIQUETTE WERE AT THE TIME REALLY, REALLY NEW."

cradled in her arms, kept snatching at the presenter's microphone and Sarita couldn't stop the tears from flowing.

"Women in Manipur have guts, man," Thoiba says, "and I'm not saying this because I'm married to one. Just look everywhere in the state, it's littered with a history of women taking charge."

Sarita starts to interject but Thoiba animatedly stops her. "I don't believe in all this *mere success mein uska haath hai* trash," he says. "*Tumhara success mein tumhara haath hai*. People around you are supposed to support you, you shouldn't count it as a favour, or a great privilege," he says. Sarita smiles and looks away.

At this point Tomthil rushes into the courtyard again, and jumps into Thoiba's arms. "This one will become a footballer," Thoiba proclaims. Almost the exact instant Tomthil unleashes a playful yet powerful punch into his father's midriff. Sarita and I burst out laughing simultaneously.



ma Market is a hustling-bustling-cramped-to-a-jam wholesale vegetable (and fish, because Manipuris consider fish a vegetable) market, filled with shoppers of all kinds—tourists, daily buyers, retailers and students.

Crucially, though, every shop is owned, managed and (wo)manned by a woman. Haggling is permissible but rarely entertained.

“The women of Manipur have played a huge role in the historical evolution of the state’s machinery,” L. Somi Roy says. Roy is a film curator from New York and a descendant of the royal family of the state. His mother, M.K. Binodini, is widely regarded as one of the greatest Manipuri writers, and yet little of her work is found in the mainstream. This is not because of any gender bias. Her work was mostly in Manipuri and translations don’t exist. Roy is correcting that wrong, and has worked on translating one of her best known books, *The Maharaja’s Household*, into English. Besides her writing, Binodini was also credited for starting Leikol, a women writers’ circle in Manipur—the first of its kind.

Nahakpam Aruna, a professor of Manipuri literature at the state university and one of the founding members of Leikol, gushes about Binodini throughout our conversation. “She



“EARLIER, DURING THE TOURNAMENTS, BOYS USED TO BE ON THE FIELD AND THE GIRLS WOULD BE SERVING IN THE VIP STANDS—THAT WAS UNACCEPTABLE. AND SO, LAST YEAR WHEN THE USPA WOMEN CAME DOWN, THE GIRLS WERE ON THE FIELD AND WE MADE THE BOYS DRESS UP AND PLAY HOST.”

was extremely modern for her time. Her writing, manners and etiquette were at the time really, really new,” she says. Roy chips in with his own insight, “Her writing was quite scandalous too. In fact, the first story she wrote was when she was in school. It was a love affair between a boy and his stepmother. That was obviously modern.”

Aruna side-steps the jest. “Binodini wasn’t a scholar or a historian. She was quite

impatient with women who paraded the feminist ideologue around her and yet she founded Leikol. Her main focus was on the work and not the trappings and the exploitative nature of it,” she says.

Roy isn’t content with the translations either. He has looked to take up his mother’s legacy in different ways. Revival and renewal are the ways ahead. “One of the things I’m most interested in is polo and even though I don’t know how to play it, we have been working to get the game back into the mainstream in the state,” he says.

Polo is Manipur’s contribution to the world and despite all the pride in recent years, the game has suffered most in the state. Roy’s efforts have been directed not just towards reviving the numbers, but also towards reviving interest in the sport. “One of the ways to do that, I figured, is by creating a system for women to play polo in an organised way here.”

Imphal has 22 polo clubs now, but only four that cater to women. The proportion seems skewed and almost heartbreaking until Roy points out a macro perspective. “We have about 24 women players here, and every year the USPA comes down to play our girls in a tournament. Compare that to Mumbai, which has only one woman polo player,” he says.

He talks about the various problems girls faced in the initial days like getting access to ponies and mallets or even game time. The taunts from men were constant. But within a few years that changed. “Earlier, during the tournaments, boys used to be on the field and the girls would be serving in the VIP stands,” he says, “that was unacceptable. And so, last year when the USPA women came down, the girls were on the field, and we made the boys dress up and play host.”

It isn’t just about the players anymore. Of the four clubs one is owned by a woman. “You must meet player Tanna first,” Roy insists.

Tanna is one of the first women (lack of public records means lack of conviction) to have ever played polo in Manipur. The sport was always for the boys. Every house owned a horse and polo grounds were strewn across the countryside. Even now, Imphal has close to 20 polo grounds (a number Delhi will struggle to match). Clubs hire players but all of them are boys. In this male-dominated sphere, Tanna is the first and she’s just 18.

"WOMEN HERE HAVE ALWAYS HAD THE FREEDOM TO VOICE THEIR OPINIONS. EVEN IF THEIR CHOICE WASN'T FREE, THEIR VOICES WERE."



"As a girl I was introduced to polo by my uncle. He is a polo player and I'd accompany him to the club, and look after his horses for him," she says. Gradually, she got on the horse and started playing the game with mallets fashioned at home or fashioned by her uncle himself. However, her real introduction came via a fortuitous turn of events. Tanna's formal entry into a polo club was initiated by the first woman owner of one.

Thoinu Thoudam, a severe-looking woman, is the proud owner of Chingkeihunba Polo in Topnaoria, on the outskirts of Imphal. One of the most influential members of the *panchayat*, Thoinu (who was also a *gram panchayat* leader in the past) is regarded as a senior member in the societal ranks. With support for the game dwindling, Tanna's uncle visited Thoinu seven years ago with a proposal to invest and manage a polo club in the area. He, Tokba, would get the players and source the horses. Currently, Thoinu owns 20 horses at the club and is the only woman crusader in Manipur polo. When she became the owner and manager, she insisted that girls should participate in the sport. The first among them was Tanna.

"Of course, there were problems in the initial days. Even now there are problems. Earlier, the boys would make fun of girls and now there aren't enough women players. So

the lack of competition reduces the quality of their game," she says. It is a warm morning and the harsh sun is forcing her to squint even harder than she normally would. The appearance is that of a strict physics teacher, dissatisfied with a student's homework.

"In many ways, we have always been better than North India," Premi says, sneering at the last two words. "Women here have always had the freedom to voice their opinions. Even if their choice wasn't free, their voices were."

Manipur's problems, anti-AFSPA experts have argued, have arisen because of the detachment between the army men posted in the state and the locals. There has always been a cultural gap between the protected and the protector.

On my final evening, Premi and her cousin (name withheld on request) drive me out to Loktak lake to camp in the moonlight. We leave once the sun is down. On the road (a badly maintained two-laner), there are no street lights and about 30 km from the lake, a group of soldiers flag down the car to the side. This isn't new and not even considered abnormal in these parts. There are at least 20 more vehicles parked on the side with us. No explanations are given. Many are sought. The first of the bunch come from Premi.

"We should show them my press card," Premi suggests.

"No need. Let's not attract attention," the cousin hushes.

"There's no attracting attention. We can ask why they have stopped us."

"Stop leaning forward. Don't be tense."

"Who's tense? I'm not tense. I just want to



know what's going on."

The argument shifts to Manipuri, and the only words I catch are 'blockade,' 'safety' and 'election.'

Premi turns around and looks away from the action (or the lack of it, really). "Things are much better now. Because of mobiles we can at least let people at home know what's going on. They can't attempt anything sly," Premi's cousin says. Premi doesn't seem to be listening. She is looking out at the fields through the window screen. Her reflection suddenly breaks out into a devilish grin. "See you, after Irom's insurrection." ■



FOR COLLECTORS

A CALL TO ARMS

In search of the world's most
extravagant adventures.

by JARED PAUL STERN



*This page
The Beretta family's
hunting dogs roam
the gardens of Villa
Beretta in Gardone
Val Trompia, Italy*

*Opposite page
Spent shell casings
from an over-and-
under shotgun*

WITH FIVE CENTURIES OF EXPERIENCE

crafting guns for everyone from Napoleon and Winston Churchill to Ernest Hemingway and James Bond, the Beretta family knows more than anyone on earth about the fine art of making firearms. From sleek, black handguns to gold-inlaid, six-figure shotguns highly prized by hunters and collectors around the globe, the Beretta name carries instant prestige that speaks of skill, craftsmanship, elegant design and deadly accuracy.

Beretta is, in fact, the oldest industrial dynasty in the world, with 15 generations of family ownership dating back to the year 1500—and very likely beyond. For the family to be able to trace its lineage so far back is a testament to its immutable values, and those of the company bearing its name. Beretta's iconic logo of encircled arrows representing the three shots a battleship fires to engage a potential enemy, with the final one hitting the mark, is recognised and revered the world over, and with just cause.

The best family-run companies take on

the characteristics of their owners, and Beretta in the 21st century is the mirror of its namesakes. Pietro Gussalli Beretta, the company's president and CEO, is a keen hunter and astute businessman who's happiest on the trail with his guns and his dogs, tracking big game in Africa or duck hunting in the Venetian Lagoon. Part refined aesthete, with an ear for opera, an eye for art and a taste for antique furniture, part man of action who has hunted almost everywhere in the world a man can go with a gun, he took the reins of the company in 2015, passed down to him from his father, Ugo Gussalli Beretta.

Executive vice-president Franco Gussalli Beretta, Pietro's brother, is a true industrialist and the heir to a family tradition of technical innovation. He's never been quite as ardent as his brother when it comes to shooting; instead he likes to spend time in the factories, experimenting with new methods and technologies. He's also dared to bring in ideas from outside the world of firearms manufacturing; only

Beretta would have the confidence, imagination and fabricating expertise to engage Marc Newson, the celebrated and radical designer of the Lockheed Lounge and the Apple Watch, to turn his creative mind to the update of that most classic of sporting weapons: The side-by-side shotgun.

"The Beretta experience was born from five centuries of making the world's best firearms, a synthesis of cutting-edge technology and the craftsmanship of generations of highly skilled workers," says Ugo, the patriarch who remains one of the company's directors, "all under one roof in the Beretta factory." It's also a result of the family's deep affinity for the outdoors and its quest to fulfil the needs of the world's hunters and sportsmen. Beretta's legacy shines not only in the factory in Gardone Val Trompia, in the province of Brescia, but in the fine old Beretta family mansion next door—its archives and museum packed with firearms dating back half a millennium—and in the engraving studios, where the air is filled with the music of hammers kissing





This spread
An engraved wheel-lock pistol, circa 1590, and an intricately fabricated flintlock, circa 1670, both bearing the early stamp of the Beretta family

metal, as craftsmen fill the side plates of shotgun actions with intricately imagined and delicately realised game scenes.

But while the company respects its heritage, it wears it lightly. In 1526, Master Bartolomeo Beretta, a craftsman from Gardone, received 296 ducats for supplying the Venetian Arsenal with 185 gun barrels. It's the first known transaction recording the Beretta family as makers of arms, a trade they've practised in the same place ever since. By the 1540s, tens of thousands of arquebuses were being exported from Brescia, whether to freelance warlords or to anointed kings, including England's Henry VIII, who was a regular customer, ordering thousands of weapons at a time.

The introduction of the flintlock in the 17th century was a major technological step towards codifying the modern sport of hunting with long-barrelled guns. It was, to use modern business jargon, a growth market—and one the Beretta family was quick to exploit. Military weapons were still their primary product, however; during Napoleon Bonaparte's reign, Brescia produced over 30,000 muskets a year for the emperor's well-equipped armies, an order that dried up after the Battle of Waterloo in 1815. During the 1850s, the Fabbrica d'Armi Pietro Beretta, as it was then known, produced between 250 and 350 sporting guns annually. Three decades later, at the beginning of the 1880s, production had increased to between 7,000 and 8,000. But military ordnance would once again come to the fore at the outbreak of the First World War. And on June 29, 1915, Beretta was awarded a history-making patent called Innovations for Automatic Pistols that would have far-reaching consequences for the firm.

By the time the Second World War ended, Beretta was no longer just an Italian exporter of firearms. It was a multinational manufacturer, establishing itself as an actor on the industry's international stage a generation or two before many other Italian manufacturers opened overseas subsidiaries. Its influence at the time can be seen in Ian Fleming's first novel, *Casino Royale*, when a character called James Bond announces the Beretta as his weapon of choice. The discreet, dependable pistol would remain 007's key accessory for many years.

During the 1950s, Beretta also began its involvement with competition shooting on the Olympic and international level, the success of which helped fuel its sporting business, and in 1980 Beretta USA was established to meet the growing needs of the American market.

Today Beretta is the product of its past



*This page
A shooter at
Glenbuchat hunting
lodge in Scotland puts
a Beretta 687 EELL
Diamond Pigeon over-
and-under shotgun
through its paces*





This page
Legends in the
hunting community,
these Benelli
680 shotguns are
manufactured by
one of Beretta's
subsidiaries



This page
Ernest Hemingway's well-travelled Beretta S3 shotgun, which he purchased in Venice,
Italy, for duck hunting, now resides in the Beretta Gallery in New York City



rather than a prisoner of it. It is no cottage industry making a few dozen high-priced shotguns, but rather a proper industrial concern that has kept pace with modern manufacturing developments: A state-of-the-art factory that employs the latest machinery, CAD (Computer Aided Design) systems and multiaxis milling machines, all working according to “lean” manufacturing concepts. This is Beretta in the new millennium, its fully equipped facility geared towards mastering every aspect of firearms production. Inside, you’ll find a marriage of technology and handwork, where seven massive cold-forging machines, each with its own quartet of tireless hammers, smash steel tubes with a force of 100 tons, 1,600 times a minute—tubes fashioned from the company’s own proprietary steel. Yet the vast landscape of gleaming machinery is broken up by green oases of trees and plants, a reminder that even now, this is a family business with deep roots in the Italian countryside.

At heart, Beretta’s purpose has always

been to enhance one’s experience of the outdoors. Whether providing precisely manufactured, high-quality firearms to Olympic trap and skeet competitors, reliable, accurate and safe sidearms to military customers throughout the world or finely engraved shotguns that double as works of art, Beretta achieves levels of craftsmanship and design that far exceed mere customer satisfaction.

“For many, a firearm is a powerful link to the outdoors,” says Ugo. “A Beretta firearm, with its deep connection to the rural life of Italy, perfectly captures the hunter’s enjoyment of the field.” These days, Beretta also designs and produces some of the highest quality outdoor gear in the world, as well as practical and elegant accessories, from clothing and luggage to knives and flasks.

In 1995, it opened its flagship Beretta Gallery on New York City’s Madison Avenue, solidifying its reputation as a true outdoor luxury lifestyle brand with a complete array of products for the sportsman and

enthusiast. More recently, it launched the Beretta Trident Programme, a world-class collection of hunting, shooting and outdoor experiences that encompass some of the finest hunting lodges and safari camps on earth, from Argentina and Oregon to Scotland and Tanzania, where Beretta’s field pieces can be put to optimal use.

While there are many deservedly respected Italian fashion and design firms, there is only one company that brings the imagination and quality of Italian craftsmanship to outdoor living, honouring the hunting tradition with exquisite shotguns, clothing and accessories matched to the needs of sportsmen—all while embodying inimitable Italian style. As Ugo Gussalli Beretta puts it, “If hunting equipment, be it a gun or leather cartridge bag, bears the Beretta name, it must, by definition, be the very best.” ■

Adapted from Beretta: 500 Years of the World’s Finest Sporting Life by Nicholas Foulkes with a foreword by Ugo Gussalli Beretta, published by Rizzoli.

WOMAN OF THE WORLD

MADE IN MEXICO

Beautiful Mexican actress, singer, model
and entrepreneur **FERNANDA ROMERO**
is the perfect woman to educate
Donald Trump.

by **PAULYNA MÉRIDA**



"IT'S COMPLICATED. I DO MANY THINGS BUT I ALWAYS TRY TO ORGANISE MYSELF IN THE BEST WAY POSSIBLE. BUT SOMETIMES MY PERSONAL LIFE DOES GET AFFECTED."

W

WHILE BROWSING HER INSTAGRAM—@FERNANDAROMEROO—YOU will notice happy snaps of trips, work and, of course, her. Sure, Fernanda's account may seem like she's always having a ball but she is one busy babe. When we were organising this interview, we found out she was in Vietnam. So when we finally caught up with her, we couldn't help but ask how she manages to organise her time as she is always moving around. "It's complicated. I do many things but I always try to organise myself in the best way possible. But sometimes my personal life does get affected," Fernanda says.

The Mexican beauty is undoubtedly a multifaceted woman but the singer, model, actress and entrepreneur had previously planned a very different career path. Fernanda studied fashion design and was making her own line of jeans but after being discovered by a modelling agency her life changed. She became an instant hit posing for brands like Levi's, Ray-Ban and Clean & Clear. "I do not have the jeans line anymore. Now I only have the Vita Perfume brand, which not only consists of fragrances but also candles and oils," she says. The brand is inspired by the four elements of nature. Although it's sold online, the perfumes are also available in 30 stores in the United States and in Mexico. "Next year I want to expand this project," Fernanda adds.

One of the most important aspects of her life is acting—she has starred in popular Mexican TV shows *Control* on Univision, *La Ley del Silencio* for Telemundo and *Eternamente Tuya* for TV Azteca.

Thanks to her TV work, Fernanda landed roles in movies such as *The Eye*, alongside Jessica Alba, and *The Burning Plain*, with Charlize

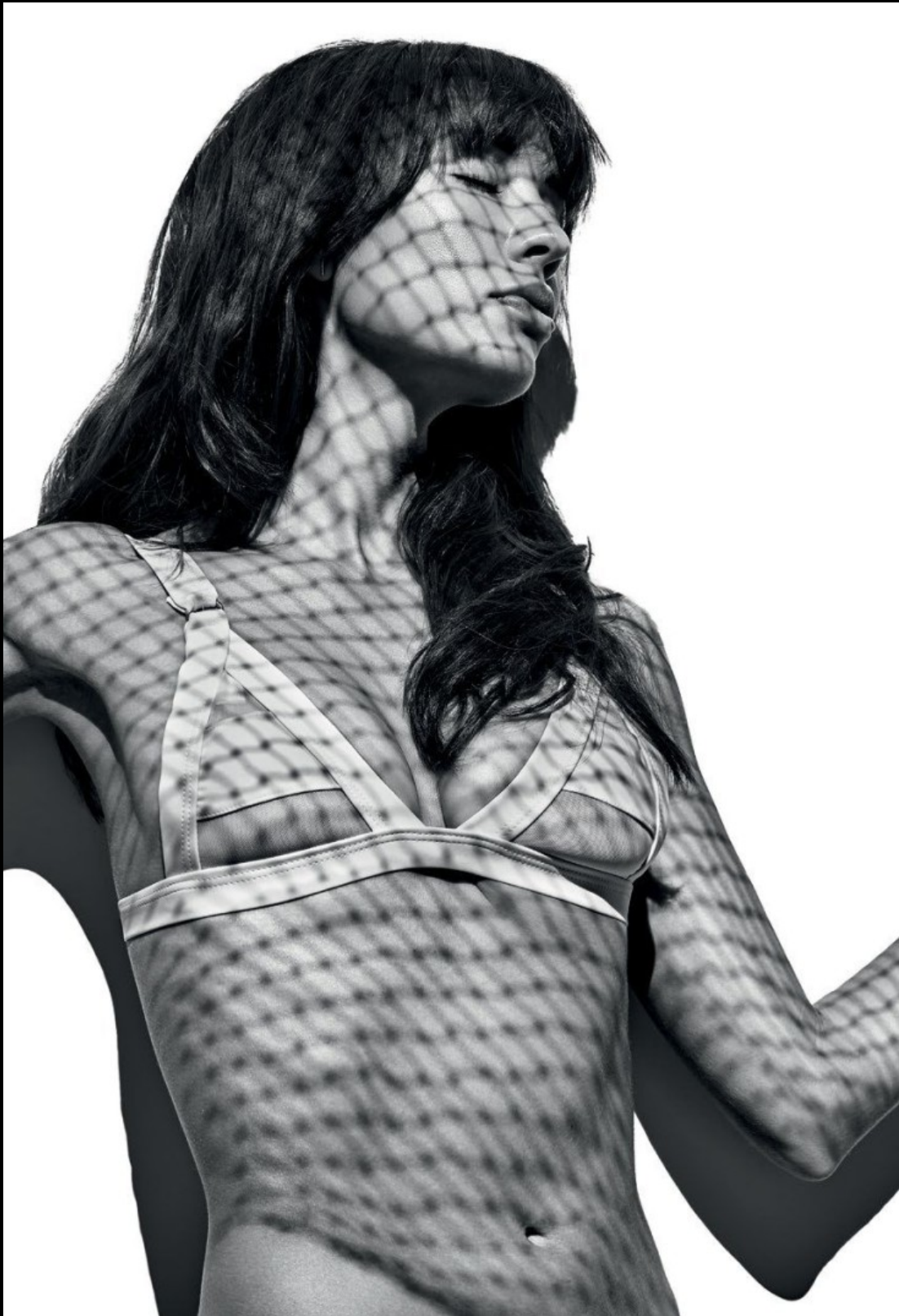
Theron. She has also appeared in *Drag Me to Hell* and *Ghost Team One* and has just finished filming the thriller *Corbin Nash*. "Although I do several things, I prefer acting to others. I enjoy it very much but the only thing that I don't like is waiting too long on the sets. I'm impatient," she laughs.

Another facet is her music. She is a part of an electropop band called White Cherries, which she formed with her good mate, Abie Toiber. "I met him through a mutual friend and we clicked immediately. It all started when one day he was playing the guitar and I started to sing. Now we have been together since 2013." They released their last EP titled *Color Fades* late last year.

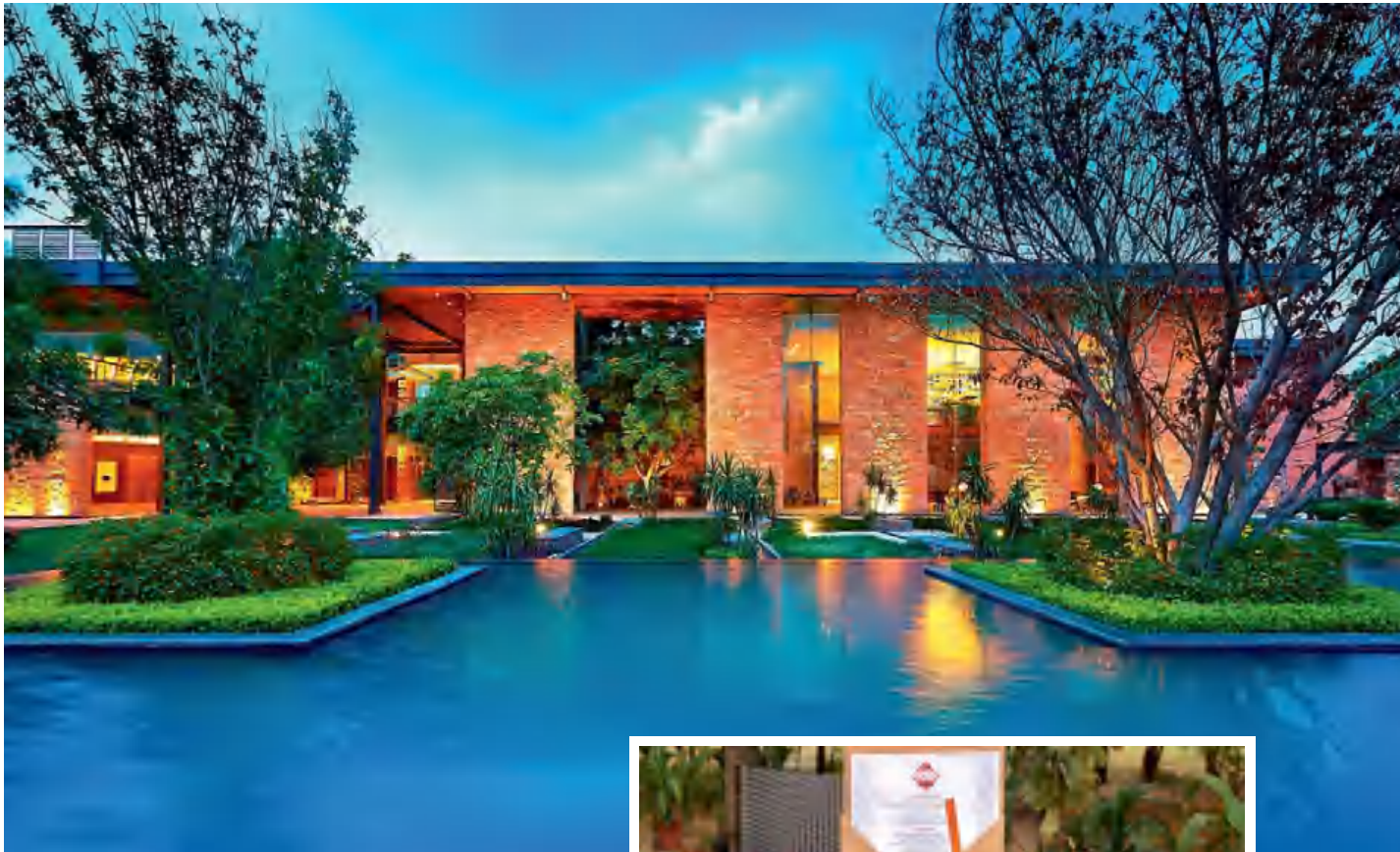
However, Fernanda's greatest role has come as the spokesperson for Turn Ignorance Around, a campaign responsible for creating social awareness to help combat ignorance and stereotypes around the Latinos living in the U.S. The campaign aims to bring forth honest accounts of the community vis-a-vis American society. We ask her what she thinks about U.S. President Donald Trump's comments about Mexicans made during the 2016 presidential election. "I have so many opinions," she says. "He is not a humble person and leaves much to be desired. This is why it is important to be informed of what is happening in the world and to study more. It's very sad to see hatred and racism."

Ironically, Fernanda now lives in Los Angeles where you'll often find her at her favourite beach, El Matador, or Malibu Café hanging out with friends. Let's just hope Trump embraces her like America has. **M**





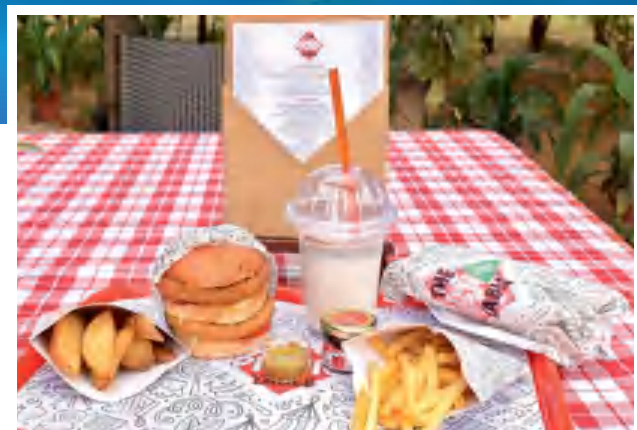




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HOLISTIC APPROACH

Head to the Kairali Ayurvedic Health Resort, Palakkad, Kerala, for complete rejuvenation this season.

It's time you take charge of your health and well-being by balancing your body, mind and spirit. Based on Ayurvedic traditions, the Kairali Ayurvedic Health Resort is a pioneer in this age-old science. Offering various treatment programmes like holistic *panchakarma*, weight loss, stress and strain elevation, pain management, and rejuvenation and detoxification, Kairali has set a new benchmark in the industry. The resort also offers custom-made treatments for people who are looking to treat specific ailments. Its in-house Ayurveda doctors, trained masseuses, yoga experts and chefs ensure you are completely taken care of. Plus, its 30 villas (spread over 60 acres) give you a feel of being on a holiday as you recuperate.



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I, Xavier Colaco, hereby declare that the particulars given above are true to the best of my knowledge and belief.

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Sd / Xavier Colaco



Crossword Answers: A1) Kareena Kapoor Khan A2) Celina Jaitley A3) Deepika Padukone A4) Aditi Rao Hydari A5) Neha Dhupia A6) Kiara Advani A7) Chitrangda Singh A8) Kangana Ranaut A9) Sonakshi Sinha A10) Taapsee Pannu A11) Sonam Kapoor A12) Soha Ali Khan A13) Katrina Kaif D1) Jacqueline Fernandez D2) Amy Jackson D3) Priyanka Chopra D4) Kriti Sanon D5) Anushka Sharma D6) Lisa Haydon D7) Dia Mirza D8) Nargis Fakhri D9) Vaani Kapoor D10) Sunny Leone D11) Kalki Koechlin D12) Bipasha Basu D13) Malaika Arora Khan D14) Esha Gupta

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Way of Life!





APARSHAKTI KHURANA

After his breakout role in *Dangal*, this talented actor plans his last day on Earth.

How do you want to go?

Either on a sports field or a stage.

Do you have any deathbed confessions?

No, my secrets will go with me to my grave.

Where would you prefer to be, Heaven or Hell? Why?

Hell! Because the kind of era we live in, I think all of us have the karma to be damned to Hell.

What's the first thing you would like to do in the afterlife?

As I'm a teetotaler in this life, I would like to start my afterlife with a few shots with the Devil himself.

Which movies are playing on repeat in your version of Heaven?

Aatma.

With which actor (or actress) would

you like to act in your last movie, and why?

Aamir Khan sir because then life would have come full circle and I would go peacefully.

Any one role you wish you had done?

Milkha sir in *Bhaag Milkha Bhaag*.

What's the wildest thing you ever did while you were alive?

Travelled from Delhi to Chandigarh on the top of a roadways bus.

Name one thing you're glad you'll never have to do again on Earth.

Take a maths exam!

Has there been any incident when you thought it was going to be your last day on Earth?

I was driving with a friend when a cow suddenly walked on to the road and the car flipped 360°. It was quite freaky and that's the closest I've come to death.

What do you think people will be saying over your casket?

Hasta bada kamaal ka tha, yaar.

Who would you spend your last day on Earth with?

My wife, Aakriti.

What would we catch you doing on your last day?

Playing football or cricket!

What's the one thing you'd like to take with you into the great beyond?

My football shoes and guitar.

One thing you'd like to change about your life...

If only I could be a professional sportsperson.

What would be your last meal on Earth?

Pinnis made by my mom.

Your last words on Earth would be?

Paaji, gaddi kiven chaldi!

A secret that no one knows?

When I was born, my *maami* (aunt) named me Parul. I think they were expecting a girl in the house. Thank God, my father named me Aparshakti. Funnily enough, my *maama* (uncle) and *maami* still call me Parul!



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MODUS

THE STYLISH MAN

A collection of men's accessories is displayed on a vintage map background. The items are numbered 1 through 10. Item 1 is a black and red geometric wallet. Item 2 is a black and red striped belt. Item 3 is a gold-toned watch with a black leather strap. Item 4 is a black loafer shoe with a silver buckle. Item 5 is a clear glass bottle of Prada perfume. Item 6 is a black leather belt with a silver buckle. Item 7 is a dark blue jacket with a blue pocket square. Item 8 is a brown scarf. Item 9 is a white shirt with a black polka-dot tie. Item 10 is a white shirt with a black polka-dot tie.

DECKED OUT

Weather the swell with statement accessories for the discerning yachtsman.

fbf
India's Fashion Hub

1

2

3

4

5

THIS PAGE

1. Watch by Parmigiani Fleurier;
2. knife by Louis Vuitton; 3. case by
Rimowa; 4. sunglasses by Dior Homme;
5. tray by Turnbull & Asser

FACING PAGE

1. Wallet and 2. belt by Louis Vuitton;
3. watch by Parmigiani Fleurier; 4. loafers
by Zegna; 5. eau de toilette by Prada;
6. belt by Burberry; 7. pocket square by
Etro; 8. scarf by Barbour X Land Rover;
9. jacket by Ring Jacket; 10. scarf by
Hardy Amies; 11. sweater by Bally

photographs by **MARK PLATT** styled by **ANDREW PORTER**

DRESSED TO THE TEE

MODUS *play mode*

DRESSED TO THE TEE

Updated looks for the modern fairway.

AP	10	11	12	13	14	15	16	17	18	Total	
450	495	4	6	375	490	4	12	145	155	3	16
455	510	5	4	380	440	4	8	465	500	5	2
145	170	3	18	350	425	4	14	375	465	4	10
3140	3650	36		6240	7290	72					

1. Watch by Rolex; 2. sunglasses by John Varvatos; 3. glove by G-For; 4. ball by Titleist; 5. club by PXG; 6. shoes by G-For; 7. sweater by Dunning; 8. polo by Lacoste; 9. jacket by Ben Sherman

photographs by **MARK PLATT** styled by **ANDREW PORTER**

M4 MARCH 2017 MAXIMINDIA.IN

ances as shown. The yardage from tee markers to the mid point of the green

Club Life

Polo is the undisputed sport of kings.
Dress accordingly.



THIS PAGE: 1. Helmet; 2. spurs and 3. boots by Polo Gear; 4. belt by Scarpe Di Bianco; 5. scarf by Burberry; 6. whip by Roxton; 7. key holder by Il Micio; 8. kneepads by Polo Gear; 9. mallet by Pampeano; 10. jacket by Barbour; 11. sweater by Hugo Boss; 12. sunglasses by Nackymade; 13. scarf by Fendi; 14. cologne by Penhaligon's; 15. watch by Tag Heuer

MAN AT LEISURE!

Life is moving full speed ahead for indie actor **AMIT SADH**, who made it to the big league with memorable performances in *Sultan* and *Naam Hai Akira*. He's got his hands full with a slew of interesting projects, but he takes time out to talk about life and style in this classic *Maxim* makeover.

by MEHER BAJWA





THIS PAGE
Blue linen shirt
₹999 and shorts
₹599 by fbb





"I'M A FIRM BELIEVER IN: IT'S NOT ABOUT WHAT YOU WEAR, IT'S HOW YOU WEAR IT."

What's keeping you busy these days?

I'm working on a new series for Amazon called *Breathe*. Also, I'm prepping for my upcoming movie *Gold*, where I play the role of a hockey player. So, a lot of hockey training. Apart from that, working out and spending time with family (three beautiful dogs) and friends.

What can we find you wearing on a day off at home?

Because of my new movie, I spend a lot of time in hockey gear. I'm trying to live like an athlete. But when I'm home, you'll find me relaxing in my pyjamas with a book in my hand, or swinging a hockey stick.

What was the first "stylish" thing you ever bought?

A leather biker jacket. They're timeless. And, now, they're hot!

In your opinion, what's the most common mistake men make when it comes to their clothes?

Wearing clothes that have a lot of branding on them. It's a way for people who lack style to show they have style or money. I'm a firm believer in: "It's not about what you wear, it's how you wear it."

What's your trick for making a black tie ensemble look different?

Add details. Accessories like a tie bar, pocket square and lapel pins are simple details that go a long way. Also, wear anything with confidence. Your aura will make you stand out from the crowd.

What are the style essentials you always travel with?

It depends where I'm going, but I always carry a pair of fitted jeans, a V-neck T-shirt and a good pair of boots. I accessorise the

look with a pair of shades. If it's cold, then I opt for a leather jacket to complete the look.

Classic. A fashion trend you can't really get your head around?

Clothing with lots of branding on it. Anything that begs for attention.

Are you a three-piece suit kinda guy or a chilled-out in chinos kinda guy?

Depends on the occasion. I love wearing a three-piece suit, but if I could get away with wearing chinos, then definitely them.

What is your favourite fragrance and why?

Creed Royal Oud. It's a beautiful scent and makes you feel great whilst wearing it.


If you could get your hands on any watch in the world, which one would it be?

A Breitling Transocean. It's such a simple looking but classic watch.

Your first memory of a fashionable man while growing up?

It was watching Marlon Brando and James Dean. They were so effortlessly stylish. They didn't try hard, it just came so naturally to them. Their clothes were simple but it was their aura that made them look so cool. They made fashion pieces like the biker jacket, Harrington jacket and a simple T-shirt with jeans cool and iconic.

Someone whose style you admire?

Definitely Marlon Brando. I'm sure you're probably sick of me harping on about him but he was something else! He could wear anything and pull it off. Be it a suit in *The Godfather* or a biker jacket and T-shirt in *The Wild One*. He would own his outfits! 

THIS PAGE

On Amit: Pink striped linen shirt ₹999 and light blue shorts ₹599 by fbb; white sneakers by Kenneth Cole ₹11,990; bracelets, stylist's own
On Shreya: Striped tee, custom-ripped ₹499 and denims ₹999 by fbb



THIS PAGE

White linen shirt ₹999
and shorts ₹599 by fbb;
watch by Armani
Exchange (p.o.r.); white
leather sneakers by
Kenneth Cole ₹11,990

OPPOSITE PAGE

On Amit: Light blue
shirt ₹999 and yellow
shorts ₹599 by fbb;
printed sneakers by
DC Shoes ₹4,295

On Shreya: White singlet
₹399 and denims,
custom-ripped and
distressed ₹999 by fbb;
sunglasses by Prada
₹22,500; white sneakers
by Kenneth Cole ₹6,990





THIS PAGE

White tee ₹499, denim shirt ₹999 and blue chinos ₹999 by fbb; watch and sunglasses, Amit's own; orange suede shoes by Kenneth Cole ₹10,990; bracelet, stylist's own

OPPOSITE PAGE

On Amit: Linen check shirt ₹999 and light grey shorts ₹599 by fbb; bracelets, stylist's own

On Shreya: Printed shirt by Lee Cooper ₹899; denims by fbb, custom-ripped and distressed ₹999; silver sneakers by H&M ₹2,990

STYLING

ISHA BHANSALI

MAKE-UP

(AMIT) RAMESH SHARMA

HAIR

(AMIT) BBLUNT

MAKE-UP & HAIR

(MODEL)

SHRADDHA

MISHRA AT TOABH MANAGEMENT

MODEL

SHREYA ADITYA AT TOABH MANAGEMENT

SHOT ON

LOCATION AT

HOTEL SEA PRINCESS, MUMBAI

WE LOVE WOMEN.

**We want them to feel safe. We want them to grow.
We want them to do what they damn well would like.**

**We want to see them happy.
And the first step is making *her* smile.**

A Social Initiative By MAXIM



With our **#MakeHerSmile** campaign, we want to take little steps and show our women we need them, cherish them and, well, can't live without them.

Because it is all about the little things you can do to make her smile.

With this campaign, we pledge money from magazine sales, generous patrons and our beloved readers. Through 2017, we hope to collect as much as we can and support others who are doing excellent work in women's welfare.

Kalki Koechlin, Sapna Bhavnani, Anushka Manchanda, Richa Chadha, Taapsee Pannu, Lisa Ray, Amy Jackson and Pooja Hegde help us take this amazing idea forward.

It's time to

#MakeHerSmile

You know she does that for you.

This is a non-profit initiative from MAXIM and its publishers.


For more, visit **[www. makehersmile.org](http://www.makehersmile.org)**

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The background of the page is a photograph of a bar. Shelves filled with various bottles of liquor are visible in the upper half, illuminated by warm, reddish light. The lower half of the image is dominated by a dark, heavily textured surface, possibly a wall or a piece of furniture, which also reflects the ambient light.

THE REBELS CLUB

You know Joaquin Ferreira as “Petro” from *Club de Cuervos*, the Netflix show, but far from the actor, there’s a *Maxim* man that questions himself and doesn’t stay in the same place.

by AARÓN MARTÍNEZ & GABRIEL GUAJARDO

JOAQUIN FERREIRA WAS TIRED OF HIS LIFE IN ARGENTINA. HE studied fine arts, advertising, graphic design and architecture but wasn’t quite satisfied. “I was always looking for something that I really wanted to do.” Although he knew his way was towards art and creativity, he still did not know what his destiny was.

He even played rugby professionally but was exhausted. One day, while sitting with his friends, he decided to take a few days off from his hometown and declared: “I’m going to Mexico!” That weekend, after warning his people and selling everything he had, he reached Playa del Carmen, a coastal resort town in Mexico.

He was enjoying a walk along the Riviera Maya one day when a curious woman asked him if he was an actor. He confessed that he wasn’t, but acknowledged that it was a good idea. “Well, I want you for a commercial in the Dominican Republic,” said the lady. “And so I went to do the commercial for a hotel. I had so much fun that I went to study acting in Mexico City.” Unknowingly, Joaquin opened up a new path, which now mainly nourishes his artistic side. In acting he found how to be friends with himself, he learned to let go, and leave his fears behind. After the commercial, he studied at Casa Azul, a centre dedicated to research, documentation and acting. A teacher who saw Joaquin act told him that he was very good and that he had a future. Joaquin was looking for a scholarship when TV *Azteca* offered him financial aid to support his studies and stay.



THIS SPREAD

Blazer by Manila; turtleneck
sweater by Raúl Ozuna; trousers
by Manila; shoes by Adidas;
watch by Tissot

photographs by **TURNER & PALMA**



THIS PAGE

Jacket by United
Colors of Benetton;
T-shirt by The Pack;
trousers by Forever 21;
tennis shoes by Adidas;
watch by Bomberg

RISING TO THE FORE

Joaquin proved to be a rebel. It wasn't rebellion against social rules or public order but more an introspection, or answering the question of what made him feel alive. "I was always a rebel. From kindergarten, the teachers would call my parents to complain. However, I was a person who built good relationships. Yet, it was an absolute mess. I destroyed nine of the family's cars and turned three cars into complete shit before I was 18." Why did his father continue to lend him cars, we ask. "Because he always trusted me. The last time my mother and he came to visit me in Mexico, he told me: 'When you were 12 years old, I told your mother that I was no longer going to take care of you.'" Joaquin still remembers those times, and the times when he went out clubbing. "It was a very strawberry life. In fact, there were slums very close to where I grew up and I would fight with the kids that lived over there. Then, I befriended them."

Joaquin's life revolved around working, studying (half-way), partying and even belonging to one of the top three teams in the local world of rugby. Joaquin had many sides to him, but he did not have a guiding axis to keep him stable. "At the age of 17, I realised that I was a mess. I lied to my parents that I had finished school, but I was failing 11 subjects. I took a sabbatical, I played drunken rugby and realised that if I kept going like that, I would go down."

Recognising himself made him start acting, where he found an important part of his stability. He understood that quietening the rebellion inside is sometimes not an option... but knowing how to handle it, is. "I'm an intense person. I try to live to the fullest all the time, and sometimes, when you stumble, you fall very hard. Mexico City is very vibrant and that can be a boost when you are on the up. When you are not, it can take you down. But I have always had a spiritual side." One early opportunity—a casting call—catapulted him to his current state, even though he had no representative, nor the necessary contacts. Without knowing how he arrived, he took advantage of the proposal and, to his surprise, he was chosen to play Potro in *Club de Cuervos*, Netflix's first Spanish-language production.

At first, his role was intended for six chapters, but director Gaz Alazraki had other plans: "They liked what I was doing, so they extended my role." Joaquin was always on the job, even rewriting some of the dialogues to match his style. This dedication reflects in his work. "When you learn how to play with the camera, you are acting. Also, all of us on

the show became close friends. We grew up together, grew as a team and that has nourished me as a person, too." For the second season, Joaquin received the script a few days before they began filming but it was only three months later, when they finished production, that he realised his character had risen to become a protagonist.

WIDENING THE BASE

The year 2016 was good for Joaquin, who also got the chance to play a part in *23 Centimetres*—it was well received by the public. When we ask him what he thinks about his future in acting, he responds by paraphrasing actor Javier Bardem: "The career of an actor is done with the projects that you say 'No' to."

He adds: "I think that happens when you are selective and you do what makes you happy. You have to wait. If you ask me what role I'd like to do, it would not be the role of the gallant man. I would like to play a guy with problems, or an autistic, or a drug addict, even a madman. I want to experiment. I'd like people to see me as a good actor, not just a guy who undresses on-camera."

Joaquin is constantly travelling. He recently spent more than 20 days in Cuba, where he stayed with a traditional family to learn about the essence of the island. Months earlier, he did the same in the Sahara. He explains that he prefers to have more stamps in his passport than zeros in his bank account. And somehow it makes

sense—that's what he considers "wealth."

Now, he also channels his passions through visual arts, an expression that's no doubt more silent. But when Joaquin is in front of the canvas or sculpting, he says he feels like a rebel again. At the end of last year, he exhibited a sculpture for FIFA. "I made it four-and-a-half metres long and two metres wide, and it was displayed on Reforma Avenue for three months. It is now touring different cities and will be put up for auction post that. The money will go to a foundation for children with cancer."

How would Joaquin Ferreira describe himself? "I think that, with age, my approach to life, to art, has tempered. I'm much more docile than I once was. In fact, I no longer have that pace or madness I once had. Because I don't feel the need for it. I'm in a good place." We think it's still there, but has morphed—he is still a rebel, but a rebel who is ready to challenge the arts with his work. ■

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THIS PAGE

Footwear and jacket by The
Pack; turtleneck sweater by
United Colors of Benetton;
watch by Bomberg



PHOTOGRAPHY ASSISTANTS: RAFAEL ARROYO AND ENRIQUE AGUILAR; STYLING ASSISTANTS: DANO SANTANA, ABRAHAM MAGOS AND CORINA CUBEL;
PRODUCTION COORDINATOR: TANYA CHAVEZ; ACKNOWLEDGMENTS TO CLUB SOCIAL RHODESIA Y GRUPO SICARIO



THIS PAGE

All outfits by Salvatore
Ferragamo; glasses by Lacoste;
watch by Tissot

STYLING
PRISCILA CANO

HAIR
ÉDGAR HEREDIA FOR
AMERICAN CREW

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TALKING
STYLE &
MAN-TASKS
WITH
**AMIT
SADH**
THE ACTOR
& HIS CRAFT

GET
YOUR
GOLFER
GAME ON

THE SEXIEST
BIKE OUT
THERE

PASSION
FOR THE
HIGH SEAS

ESSENTIAL
ADVENTURE
SWAG KIT



GLENN O'BRIEN
OPENS UP HIS
STYLE LIBRARY

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