

SPECIAL HIS &
HERS ISSUE

The New Royals

Jared Leto
Robert Pattinson
Pharrell Williams
Chris Hemsworth
James Corden
and 20 Others
Who Totally Rule

Freedom of Choice

Embrace Fashion's Daring Fluidity



TRANSFORMER

Lou Reed's visionary output with the Velvet Underground, and later as a solo artist, influenced an entire generation of alt-rock acts—"only 30,000 people bought the Velvet Underground's debut album, but they all started bands," Brian Eno famously said—and *Lou Reed: A Life*, out October 10, is among the first ambitious posthumous biographies of the sexually fluid queer icon, who died in 2013 at the age of 71. Writer Anthony DeCurtis is one of the few music journalists Reed could stand, and he knows that this badge of honor might in fact be a knock against him as a clear-eyed biographer. He strives to take Reed's deep flaws into account along with his transgressive genius. **FAN ZHONG**



The Velvet Underground in 1970, from left: Moe Tucker, Sterling Morrison, Doug Yule, and Lou Reed

PIN UP

When it comes to guys' hair, stylist Jawara Wauchope is a big fan of experimentation. "Men are getting back to styling their hair," he says, pointing to model Abdulaye Niang. After applying a mix of coconut and argan oils, Wauchope twisted Niang's hair into shape with the help of some strategically placed bobby pins. [Clips and rubber bands work just as well, he notes.] "You can do it on your own, and the result won't be too 'done.'" **M.A.**

Maison Margiela coat. For stores, prices, and more, go to Wmag.com/where-to-buy-october-2017.

Photograph by **RICHARD BURBRIDGE**



FINE TUNING

When New York cosmetic dermatologist **Paul Jarrod Frank** set out to create a series of treatments combining the latest noninvasive cosmetic procedures, he wasn't targeting men. Still, the resulting easy-to-understand, efficient services ended up being a hit with his dudes. On the menu: the Build Repair Polish Medical Facial, a 45-minute combo of radio frequency and laser for tightening, smoothing, and fading redness and freckles (two or three treatments are recommended); the Pigment Protocol, which targets everything from melasma to sun spots in 30 minutes (two or three treatments are recommended); and the Tighten Lift Tone treatment, a 90-minute blend of radio frequency, ultrasound, and microneedling that's ideal for filler-averse guys looking to defy gravity in one office visit. "Men don't like maintenance, and they don't want downtime," Frank says. "But we can do several small things in one day without making them look beat up—and they don't have to live in my office every few months." **KATHERYN ERIKSON**