

renegade

game changers | thought leaders | rule breakers | style makers

# COLLECTIVE

ISSUE 7

*stress less  
travel  
more*

GARY  
PEPPER  
SECRETS OF A  
SUPER BLOGGER

LANDING A COOL  
**US\$350M**  
FROM GOOGLE

HOW TO  
FIND YOUR  
PURPOSE

**52**  
PEOPLE  
ROCKING  
THE WORLD

**BEYONCÉ**  
HOW SHE  
TURNED  
THE MUSIC  
INDUSTRY  
ON ITS  
HEAD

*design a  
life you love  
make business  
work for you*

FASHION / DESIGN / FILM / FOOD / TECH / ART / SOCIAL CHANGE / TRAVEL

# HABITAT



work hard, stay humble

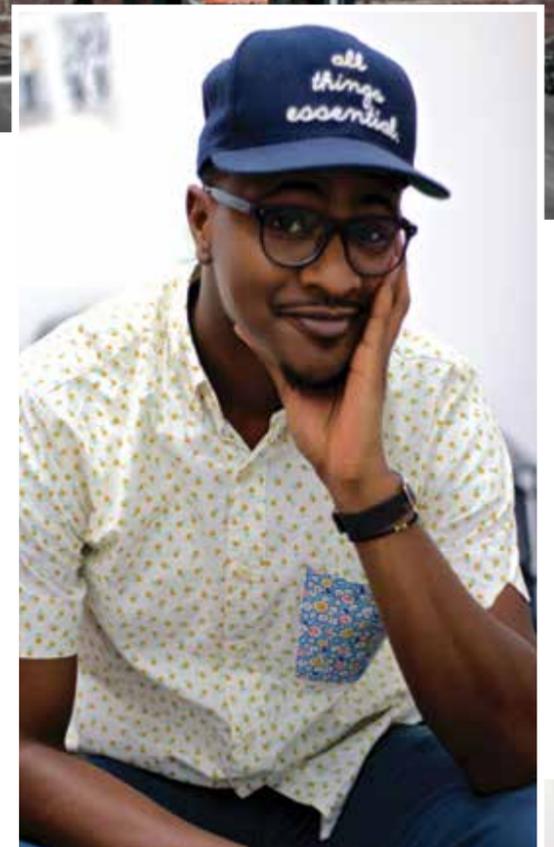


## getting back TO BASICS

IN A WORLD of complicated DESIGN, *ever-evolving* TECHNOLOGY and an INFATUATION with fashion labels, THE ESSENTIAL MAN breaks down to its roots. Focusing on SIMPLE, well-made pieces LORENZO DIGGINS JR. is REVOLUTIONISING the rag trade, one gentleman at a time.

WORDS: NATASHA GUTERRES

**T**ucked away in downtown Los Angeles, in the heart of the burgeoning Arts District, is a lesson in elegant and unassuming fashion for the modern gentleman. Beginning as an online collection of Lorenzo Diggins Jr's musings on life, style and design, The Essential Man (TEM) morphed from a part-time blog into a full-time lifestyle brand. Launching in 2011 with four key products – a cap, pocket notebook, canvas tote and graphic tee – TEM is style basics 101. >



PHOTOGRAPHY: LORENZO DIGGINS JR.



I'M *all* about VISUAL communication and MY GOAL is to do the LEAST amount of TALKING when it comes to my BRAND.

"These were all things that I considered essential and carried or wore on a daily basis," reveals Lorenzo. "As with many designers, I sought to create the products that I wasn't seeing in the design space. Simple and essential products that focused on details and craftsmanship. Products with limited branding, where the small, special aspects of the pieces spoke for themselves – without needing a label."

The high ceilings and bare brick walls of the TEM HQ speaks to Lorenzo's minimal design aesthetic, and "unorthodox" work process; his sporadic notes and design-doodles spilling from his workbook onto the studio walls in front of him, with his best ideas often occurring in the shower. Although the designer is a self-proclaimed tech savant, he prefers to live by pen and paper, saying some things are better left the way they are.

"I wanted my design space to reflect who I am as an individual but also give visitors an insight into my vision for the brand. I'm all about visual communication and my goal is to do the least amount of talking when it comes to my brand. My inspiration was to create an atmosphere where, hypothetically, if I wasn't in the room to explain my vision, someone would still have a good idea of what TEM is all about – minimal in design and maximum in details."

TEM is based on simple, quality-made statement pieces that last and transcend superficial trends. Having expanded to include ties, pocket squares and handkerchiefs, TEM is looking towards collaborations with artists, designers and other brands as the future cornerstone of the label, as well as a new collection of tailored shirting to be released soon.

Taking advantage of the growing and captive audience from his blog, Lorenzo has been able to develop his online store for "all things essential" and even put down physical roots in LA, where each item is locally crafted.

"I love working in the heart of the Arts District, there is a real energy here. It feels like something big is happening within these buildings. It's been nice to see the area grow with real creatives and I'm happy to be amongst this renaissance that's taking place." ■

PHOTOGRAPHY: LORENZO DIGGINS JR.

