



## Quiet Dignity

Just Expensive of "The Artist" takes his style to the tulle and, for the most part, it's a success. Page 149



## PLUS:

Faces Like  
Robert De Niro  
on the cover  
creative  
advertisers  
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# Men's Week

February 6, 2012

Men's Week  
is a celebration  
of the best  
men in the  
business  
and the  
entertainment  
industry.

PHOTOGRAPH BY [unreadable]

## COVER STORY

### Rocawear Revamps, Jay-Z Ready to Hit The Airwaves

Culture at its core is commerce, and Rocawear's latest collection is no exception.

BY JASON LEE

It's a hard sell to convince the world that the Rocawear brand is the most important in the world of men's fashion. But it's a hard sell to convince the world that the Rocawear brand is the most important in the world of men's fashion.

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