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STATEN ISLAND ADVANCE STYLE





'Bottled couture' products focus on quenching designer thirsts

By JESSICA JONES / STATEN ISLAND ADVANCE

hen Michael Mascha wants to kick back and celebrate life's everyday pleasures, he raids his wine cellar and opens up a particularly tasty Australian vintage called Cape Grim.

"It's pure rain water from the northwest region of Tasmania, which is basically the end of the world," the self-proclaimed water connoisseur said sometime last week, spouting a rather interesting and quirky array of bottled water knowledge during a phone interview from his Web site's headquarters in L.A.

"It's basically the purest rain water in the known world," he continued. "You wouldn't want to live there, but the taste of the water is so smooth and pure, it's like nothing else imagina-

Mascha, a food anthropologist and culinary expert who founded and currently publishes a water-centric Web site called www.finewaters .com, should know. After all, he's been studying the art of luxury branded water for close to six years. And if his musings on pop culture are

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Sparkling or flat?

As everyday companies try to compete in the luxury bottled water market, some interesting varieties emerge

By JESSICA JONES / STATEN ISLAND ADVANCE

Last month, when Fashion Week was in full swing and the biggies of the style industry had all come out to play, it was the water — and not the champagne — that was flowing freely.

"We've provided about 100,000 bottles for the week," noted Michael Hammer, senior marketing manager for the brand, which beat out other posh soft drinks like Evian, Poland Spring and Perrier in September to become the official beverage sponsor of the eight-day event.

"We feel it's a good way to connect with a very hip and trendy audience," Hammer continued. But what the people at Aquafina didn't expect was for their glistening and sparkling grape-infused product to beat out the lure of Moet — another show sponsor who was handing out minia-

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Now here's a wagon worth jumping on

New BMW may be the perfect car for a fashionable young man; but what do the ladies think?

By DAN NEIL LOS ANGELES TIMES

PHOTO COURTESY OF CAPE GRIM

ccording to my sources — a lot of trashy prime-time TV — young men Pare not getting a fit and proper education in the gentle art of manhood and are instead emerging from sebaceous adolescence unschooled in matters of taste, style and decorum. Which totally stinks.

In the spirit of Esquire magazine's "Things Every Man Should Know" series, let me enlighten you. An all-wheel-drive European sports wagon is the perfect car for a fashionable young man. A night on the town, a month of resort-hopping in the Canadian Rockies, it matters not. This is the sort of car you should own before you are 30, along with an Andiamo suitcase, a great set of cookware and a tailored tux.

Gentlemen do not rent clothes.

It's important to read cars as women read them, as the material adjuncts of a man's inner life. Sports cars are needy, trucks are desperate, boxy crossovers and activelifestyle SUVs scream "focus-group patsy" women sense these things with an atavism that is a marvel to behold. A sports

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Critics are calling the BMW 325xi wagon, which is priced somewhere in the mid-\$30s, a classic, impeccable and enviable machine — basically an entire wardrobe of cars in one package.



Americans are drinking bottled water at unprecedented levels. Bottled water is now more popular than milk, coffee, beer and every other beverage segment, except for carbonated soft drinks. The average American consumes close to 20 gallons of the good stuff annually, making the category a \$20 billion business. — Beverage Marketing Corporation

