

“Conversation would be vastly improved by the constant use of four simple words: I do not know.”—Andre Maurois



RETAIL MISS SIXTY DOES THE '70s

Legend has it that Wicky Hassan, founder of Italian fashion retailer Miss Sixty, originally tried to incorporate as Miss Seventy, but had to settle for the previous decade because the name was already registered. Undeterred, Hassan decided to open dozens of new stores worldwide, all designed in the spirit of the disco decade. A competition to find the right architects yielded the talents of Florence-based design firm Studio 63 and a '70s-style retail fantasyland was born. Drawing upon various seventies influences, from David Bowie to *A Clockwork Orange*, Studio 63 incorporates modish plastics and shaggy rugs with local design elements to keep it fresh.

“In San Francisco, we used kaleidoscopic mirrors to pay homage to the home of the psychedelic movement,” explains Andrew Pollard, Director of Sales and Marketing for Miss Sixty. “And the LA store will have a live garden to reflect the healthy California lifestyle.” —Meg Thomann

New Miss Sixty stores will open this winter in Santa Monica (December), Aventura, FL (January), and Washington, DC (February). For more information visit www.missixty.com.



FITNESS DOWNWARD, AND DIRTY, DOGS

A fusion of yoga and break-dancing isn't, on the surface, the most obvious choice for the next fitness craze to sweep the world. But the reaction so far to “The Yoga of Breakin'” sessions at Crunch Fitness in New York suggests it's not quite so far-fetched. Especially when the Rock Steady Crew's Crazy Legs and prolific musical curator Bobbito Garcia make up two parts of the teaching triumvirate. As founder Kay Dougherty explains, classes “explore the art and science of breakin' through the lens of yoga.” That means taking yoga arm balances, like the Crow pose, and comparing them with the “freezes” that b-boys do. It's about exploring the positive aspects—whether attitudinal or physical—of both cultures. Set to a James Brown soundtrack, it seems papa's got a brand-new bag—and it's got a yoga mat in it. —Marcos Moret

For more information on “The Yoga of Breakin',” email kay271@earthlink.net, or visit www.rocksteadycrew.com.



ART COURT KRAFT VS. KING VELVEEDA

“I don't see what Kraft's problem is with breasts,” says Stu Helm, a Chicago-based artist who was recently sued by the multinational conglomerate. “Breasts have more milk in them than Velveeta.”

Helm, whose pieces depicting bare-boobed she-males and Mexican wrestlers have a decidedly low-brow slant, has signed his work “King VelVeeda” since the early '80s. After seeing his website, www.cheesygraphics.com, Kraft lawyers filed suit against him, alleging “tarnishment” of the Velveeta brand, which, according to a Kraft deposition, is aimed at “loaf-loving moms.” Helm, who makes \$11,000 a year, couldn't withstand the legal assault, and, despite representation from the Comic Book Legal Defense Fund and Playboy counsel Burton Joseph, had to settle and was forced to abandon his artist name.

Says Helm, “If someone called my mom a 'loafover,' I'd punch 'em in the nose. Fortunately though, Kraft has made the name King VelVeeda much more prominent than it ever was by suing me.” —Chauncey Hollingsworth

To learn more about lactose intolerance, visit www.krafty.org.

“We do not talk—we bludgeon one another with facts and theories gleaned from cursory readings of newspapers, magazines and digests.”—Henry Miller