

THE NEW MEN'S MAGAZINE ABOUT LIFE'S GREAT NECESSITIES

VITALS

AT YOUR SERVICE *winter 2005*

(CARS)

JOIN THE AUTO ELITE

BUY A HYBRID
RESTORE A CLASSIC
HIRE A PERSONAL
CAR BUTLER

(PARTY)

THE MAN'S GUIDE TO ENTERTAINING

91 INSIDER TIPS & RESOURCES
(HIRE MODELS TO WAIT ON YOU)

THE JAKE GYLLENHAAL GENERATION

CHOOSING ROLES, EATING WELL, DEFENDING LIBERTY

HOW TO

BEAT THE MARKET
CATCH A CHEATING SPOUSE
FLY A PLANE
GET SOME SLEEP



(DRESS CODE)
NOT OPTIONAL
THE VITALS
BLACK TIE
GUIDE



FOUND: AMERICA'S BEST MAC & CHEESE

There's nothing better, nothing more impressive — and nothing trickier — than pulling together an unforgettable evening in your home, filled with food, wine, women and parrots (more later on party pets). Like certain other rites of passage, entertaining is often best left to the professionals until you get the hang of it. Here's how to get it done in high style.

Step 1 The Groundwork

SET THE TONE. "What's the vibe that you want?" asks Lara Shriftman, publicist and co-author with Elizabeth Harrison of *Fête Accompli! The Ultimate Guide to Creative Entertaining*. "Is it a seven-o'clock-on-the-dot sit-down dinner? A more casual, less expensive buffet?" Outdoors? On the floor?

SET THE BUDGET. "Expect to go 10 to 20 percent over for unexpected expenses, like tipping delivery," says Shriftman.

SET THE GUEST LIST. "Aim for witty, attentive, informed, charming, articulate — or major movie stars, who can do whatever they want. Try to have an even number of women and men," says Serena Bass, owner of New York's popular **Serena Bass Catering** (FROM \$150 PER PERSON; 212-727-2257). Or just opt for a close circle of friends. As a rule, if you want to end up with 10 guests, invite 20. Expect at least three last-minute cancellations.

GET HELP. A party planner will do everything for you, from flowers to food to cleanup, wine, waitstaff and well beyond. "We do pretty much anything to

make an event go well," says Bronson van Wyck, of New York's **Van Wyck & Van Wyck** (212-625-8601), who specializes in interiors.

ARRANGE FOR FOOD AND DRINK. Many caterers can handle not only food but bar service, flowers, music and cleanup as well. Trust us, you need these people. "An obliging caterer is like getting yourself a 1950s wife who just does it all and even has your martini waiting," says Bass. In New York, try **Bite Food** (\$85 MINIMUM PER PERSON; BITEFOOD.COM) OR **Olivier Cheng** (\$225-\$350 PER PERSON FOR DINNER; 212-625-3151); in L.A., the **Fine Art of Catering** (\$175 PER PERSON, \$1000 FOOD MINIMUM; 818-246-0300) OR **Lulu Powers** (FROM \$750; 323-935-1337). You could also hire a concierge like L.A.'s **Mint Lifestyle** (\$12,000 ANNUAL MEMBERSHIP; 310-273-3225) OR New York's **Quintessentially** (FROM \$1400 FOR ANNUAL MEMBERSHIP; WWW.QUINTESSENTIALLY.COM), which will find the right party planner for you and more.

If all you need is a bartender, try **Model Bartenders** (FROM \$40 PER HOUR; MODELBAR-

TENDERS.COM), **Beautiful Bartenders** (FROM \$40 PER HOUR; BEAUTIFULBARTENDERS.COM) OR **ABC Bartending Schools** (\$25 PER HOUR; 888-262-5824) on both coasts (ask them to send headshots), or ask your favorite local bartenders what they're doing on their night off. For less pricey co-eds try the **Barnard Bartending Agency** (\$20 PER HOUR; 212-854-4650). A good wine store can help you pair wines with your menu. **Acker Merrall & Condit Co.** in New York (212-787-1700) recommends at least six bottles of white.

EXTRA HANDS. Be sure to have waiters on hand. Call **Urban Staffing** (\$38 PER HOUR; 212-557-7846) OR **Good Food Catering** (\$25-\$35 PER HOUR PER SERVER; 310-558-7666).

ORDER RENTALS. Don't have the chairs, china, glasses for silverware for 20? No problem. Places like **Abbey Event Services** (CHAIRS FROM \$1.75 EACH, CHINA FROM \$0.55 PER PIECE; 323-201-4200) and **Classic Party Rentals** (GLASSWARE FROM \$0.85 PER PIECE, \$65 DELIVERY CHARGE; 310-202-0011) in L.A. and **Triserve** (\$150 MINIMUM, \$35 FOR DELIVERY

AND PICKUP; 212-752-7661) and **Party Rentals Ltd.** (\$500 MINIMUM; 888-774-4776) in New York will deliver it all — and pick it up still dirty. If you're buying, try **Hermès** (HERMES.COM), **Ralph Lauren Home** (RL.HOME.POLO.COM) OR **Crate & Barrel** (CRATEANDBARREL.COM) for basic whites. "I like getting wood charger plates and platters," says Vinny Dotolo, one of the young chefs behind L.A.'s fashionable **Caramelized Productions** (FROM \$20 PER PERSON PER HOUR; 323-632-3474). "Or go for a classic white porcelain with a silver rim."

SEND THE INVITATIONS. Mail at least two weeks ahead (or one week for a Sunday or Monday party). **Cartier** (FROM \$4 PER PIECE, 100-PIECE MINIMUM; 212-753-0111) and **Smythson of Bond Street** (STARTING AT \$55 FOR 10; 877-769-8476) offer great ready-made invitations, or try **Soolip** in L.A. (FROM \$19 FOR EIGHT; 310-360-0545) for something quirkier. Or just call to invite — never e-mail. "When you call, be sure to ask if there's something they don't eat," advises Bass. "And always, always call the day before to reconfirm."

Step 2 The Setup

CLEAN LIKE CRAZY. Put away embarrassing personal things, edit your medicine cabinet, make sure there's enough toilet paper, clear space for coats and purses.

FLOWERS! "A good florist is essential," says L.A. caterer **Jonathan Darr** (\$50 PER PERSON, \$300 FOR A CHEF; 323-363-5655). "They make food look better." Have the florist provide arrangements for the entryway, bar, dining table, coffee table and bath-

room. The best New York florists include **Miho Kosuda Ltd.** (CENTERPIECES FROM \$250; 212-922-9122) and **Michael George** (CENTERPIECES FROM \$150; 212-883-0304); in L.A., try **Eric Buterbaugh Flower Design** (CENTERPIECES FROM \$150; 310-247-7120).

THE LIGHTING. "Change the bulbs to amber, put your lights on dimmers and get white votives in glass holders and pillar candles from **Crate & Barrel**,"

says publicist Shriftman. Put a scented candle, such as **Diptyque's Feu de Bois** (\$45; AEDES.COM), in the bathroom.

THE BAR. A full bar is best. If not, go for white and red wine, still and sparkling water, and champagne. (If you're uptight about your furniture and rugs, stick to white wine and colorless drinks.) Always order ice ahead (in New York, use **Diamond Ice Cube Co.**, \$30 MINIMUM; 212-

675-4115). "You need an interesting cocktail," says Dotolo. Make a pitcher of mojitos, margaritas or martinis ahead of time. Be sure to have something for non-drinkers, too. For wine pairing, consult the experts at New York's **Sherry-Lehmann** (NO FEE; 212-838-7500).

THE SEATING AREA. Cluster chairs in small groupings so that different groups can talk among themselves; don't create