

GEAR UP

BRUNCH WORTHY BUTTON UP

Finding cool, comfortable shirting in the warmer months can be difficult, as even my beloved oxford cloth becomes oppressive as the temperatures rise. My summer wardrobe saw a huge upgrade this year with the discovery of the Newport shirt from Faherty Brand. The Newport, a long-sleeve, button-up from the surf lifestyle-inspired label is my go-to garment for being beachy and grown-up at the same time. To me, Faherty is summertime, sartorially expressed.

Faherty Brand was co-founded by twin brothers Alex and Mike Faherty, who quit their day jobs to fulfill their lifelong dream "to create clothing for life's great moments, the ones spent by the water, around a bonfire, catching waves or watching sunrises." The New Jersey natives launched the company in 2013 with a signature board short – made from a proprietary yarn spun from cotton and recycled plastic bottles – and have since added bold, beach-ready staples like polos, ponchos and pocket tees. The brand continues to expand, doing brisk business through their website, catalog and placement in specialty boutiques around the country (I met Alex at a pop-up event at Pitkin County Dry Goods here in Aspen). They are also bucking the recent retail trend of solely selling online by launching brick and mortar stores in places like Soho, Malibu, Nantucket and Boston's Back Bay.

According to Alex, the Newport was born out of necessity for a shirt that both fit their sun-drenched aesthetic and was nice enough to wear to brunch with their mom. The Newport is one of the dressiest of Faherty's offerings but it is far from formal, retaining a healthy dose of surfer-at-a-job-interview vibe. Mike spent seven years in a design role at Ralph Lauren before launching the line, and the shirts' fit and fabrics are on point as a result.



A subtly curved hem that isn't too long allows the shirt to look sharp untucked, while the collar has enough form to not flop around but doesn't stray anywhere near office-stiff territory. The Newport comes in a wide array of warm-weather friendly fabrics, each designed from scratch and then custom made in one of the many family-run fabric mills with which the brothers partner. This is really the Newport's secret sauce: patterns that are familiar but totally unique, with names like Deep Ocean Tartan and Sea Mist Plaid, and a pre-washed two-ply cotton that feels like your favorite dress shirt after years of abuse. They are casual, super comfortable and would definitely get stolen by your girlfriend if they weren't also available for ladies.

The Newport is beach ready and brunch worthy. How about you?

— Oliver Sharpe

GET YOUR OWN

Faherty Brand
Ultra Fine Newport
Check Shirt
Pitkin County Dry Goods
fahertybrand.com