

THIS YOU

ISSUE 01 • NEW YORK • AUTUMN 2026



PRIVATE EDITION
SIX MOMENTS / NEW YORK

FASHION • ART • MUSIC • FOOD • CULTURE

THE IDEA

SIX MOMENTS. ONE YOU.

THE CITY STAYS THE SAME. YOUR ARRIVAL CHANGES WITH THE MOMENT.

FASHION



BETWEEN SHOWS.

MUSIC



UNDER THE K.

CULTURE



OPENING NIGHT.

How do you arrive?

THIS YOU is a fashion and culture magazine built around one shared world. The issue stays fixed. The places stay fixed. The invitation stays fixed. Then each story reaches a moment — and **your version of the arrival begins.**

HUMAN-EDITED. AI-ASSISTED. INDIVIDUALLY REVIEWED.

Not a face swap. Not one default template. Each editorial answer is shaped around the reader.



YOUR DIGITAL EDITION
Scan to open this issue online.
PRIVATE TO THIS EDITION.

Same city. Same issue.
Same moment. *Different you.*

NEW YORK / AUTUMN 2026

NEW YORK, WHEN THE AIR CHANGES

New York does not enter autumn quietly.

September starts with fashion moving through doors, sidewalks and back seats. Galleries fill again. Film season starts. Music stays outdoors while it still can. A few weeks later, dinner needs a jacket. Then, on one Sunday in November, tens of thousands of runners turn all five boroughs into one course.

This issue begins there — not with a list of places to visit, but with **six situations that ask something different of what you wear.**

The street outside a fashion show becomes part of the show. An art fair asks for hours on your feet and one good decision. A punk

festival runs past sunset under a bridge.

Dinner turns into a party without formally announcing it. Technical clothing has to carry you for 42.195 kilometers. Opening night gives you permission to dress a little more than usual.

They are fashion questions, but really they are questions of context.

Clothes get interesting when they have something to do.

That is the idea behind THIS YOU. We build the city, the stories and the situations. Your edition decides how you enter them.

Issue 01 starts in New York, just as the air changes.

Six invitations.
See how you arrive.

ISSUE 01 / NEW YORK

SIX MOMENTS / NEW YORK

01 / FASHION

BETWEEN SHOWS

05-08

Lower Manhattan / 4:35 PM

02 / ART

ONE MORE AISLE

09-12

Javits Center / 5:50 PM

03 / MUSIC

UNDER THE K

13-16

Under the K Bridge, Brooklyn / 6:20 PM

04 / FOOD + NIGHT

DINNER BECOMES NIGHT

17-20

Pier 17 / 7:15 PM

05 / ACTIVE

RUN NEW YORK

21-24

Staten Island / 8:37 AM

06 / CULTURE + DRESS UP

OPENING NIGHT

25-28

Lincoln Center / 6:45 PM

29 / FIELD NOTES

30 / EGRETta GARZETTA

31 / NEXT: LONDON

32 / ABSURD.WEBSITE

FASHION / NEW YORK / SEPTEMBER

THE SHOW OUTSIDE THE SHOW



Photo: Following NYC / Pexels

New York Fashion Week is scheduled in rooms, but experienced in transit.

A runway may last fifteen minutes. The time around it stretches much further: a car that does not arrive, a coffee bought because twenty-three free minutes suddenly appear, a six-block walk that becomes twelve.

The official schedule provides designers, presentations and addresses. The city supplies everything between them. Guests leave one room and immediately become part of another spectacle. Photographers wait outside. Someone changes shoes in the back of a car.

The best between-show look has to perform several jobs at once: enough intention to hold up in an unexpected photograph, enough practicality to survive the city.

It may need to work in sunlight, air-conditioning, a cab, a café, a crowded doorway and twelve blocks of pavement.

Fashion is often presented as an image with everything inconvenient removed. New York puts the logistics back in.

A coat has to open. A bag has to carry more than it promised. Shoes have to move. The outfit has to remain convincing after the first photograph.

The runway asks what comes next.

The street asks whether you can get there.

ISSUE NOTE

NYFW / SEPTEMBER 10–15, 2026

SCENE 01 / FASHION

47 MINUTES BETWEEN SHOWS

“The show lasts fifteen minutes.
Getting to the next one takes forty-seven.



01 / COFFEE

Not a break. A transfer point.



02 / THE PHONE

19%

Enough for the next address, three
messages and one unnecessary
photograph.



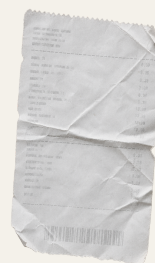
03 / THE SUNGLASSES

Outside: essential. Inside: suddenly an object
you have to carry.

04 / IN THE BAG

It looked small when you left home. It now contains:

- charger
- invitation
- lip balm
- receipts
- water
- another invitation



PLAY

The Strokes — 12:51

LAST CHECK

Next address: downtown.
Coffee finished. Forty minutes left.

THE MOMENT

BETWEEN SHOWS

LOWER MANHATTAN / 4:35 PM

One show has just finished. The next begins in an hour.

There is enough time for coffee and several blocks on foot, but not enough time to go anywhere that feels like a real break. People are still standing outside the previous venue, phones out, cameras moving between faces and clothes.

You are not dressing for a runway.

You are dressing for the hour between two of them.



FASHION ENOUGH TO BE NOTICED. COMFORTABLE ENOUGH TO KEEP MOVING.

PERSONALIZED

YOUR STYLE



SELECTED PIECES

01	A Kind of Guise Zambezi Fisher Jacket OUTERWEAR	€840
02	Samsøe Samsøe Isak Knit Sweater 15010 TOP	€195
03	Studio Nicholson Sonny Drawstring Pant TROUSERS	€375
04	On Cloudnova 2 SHOES	€170

PRODUCT LINKS ARE AVAILABLE IN YOUR DIGITAL EDITION.

WHY IT WORKS

The jacket gives Jānis the editorial transformation the moment demands without abandoning his oversized preference. The restrained black palette keeps his Scandinavian minimalism visible, while technical outerwear, a curved trouser line and cushioned sneakers add proportion, texture and practical movement for a fast afternoon between venues.

STYLE NOTES

Keep the jacket as the dominant shape; let the hidden hood and technical texture provide quiet visual interest. · Wear the knit clean and close beneath the generous outer layer to preserve proportion contrast. · Allow the trousers to fall in a relaxed, softly curved line over the sneakers. · Keep the palette nearly monochrome and avoid adding extra trend pieces or prominent branding. · Use the footwear’s technical profile as the functional accent rather than adding a separate statement accessory.

ART / JAVITS CENTER / SEPTEMBER

LOOKING, AND BEING LOOKED AT



Photo: Vincent Tullo, courtesy The Armory Show

An art fair creates an unusual social condition: almost everyone is there to look, which means almost everyone becomes visible.

In 2026, the Armory Show brings around 230 galleries from more than 30 countries to the Javits Center.

That is the official scale.

The human scale is smaller: the first work that makes you stop; the gallery card folded into a pocket; the artist's name typed into Notes; the conversation you overhear without knowing whether two people are discussing an artwork, its price, or dinner.

Art fairs produce their own uniform without announcing one.

Comfort matters because looking takes time. So does confidence, because the room is full of people who notice details. There is tailoring, workwear, severe black, excellent shoes, impractical glasses, useful totes and the occasional person dressed as if the artwork has escaped the booth.

The best approach is not to compete.

One strange proportion. A good coat. A beautiful shoe. A color that appears once.

You do not need to look like you own the work.

You only need to look as though you noticed it.

ISSUE NOTE

**THE ARMORY SHOW / SEPTEMBER 24–27,
2026 / JAVITS CENTER**

SCENE 02 / ART

AFTER FOUR HOURS OF LOOKING

FIRST

You look at the walls.

THEN

You start looking at how people look at the walls.

LATER

A folded floor plan becomes soft at the edges.
A gallery card appears in your pocket.
A name is typed into Notes with one letter missing.

**AFTER**

One more aisle.
Then somewhere
with a chair.

BY 5 PM

The tote has become a minor archive.

The water bottle is suddenly the most valuable object in the building.

And one image — not necessarily the largest, newest or most expensive — keeps returning after everything around it has started to blur.



THE MOMENT

ONE MORE AISLE

JAVITS CENTER / 5:50 PM

You have already been inside for hours.

Most of the fair has become a blur of walls, names, objects and conversations, but there is one section you still want to see before leaving. Your feet know exactly how long you have been here.

Afterwards, you are going downtown for a drink.



**COMFORTABLE ENOUGH TO LOOK FOR HOURS.
INTERESTING ENOUGH TO BE LOOKED AT.**

PERSONALIZED

YOUR STYLE



SELECTED PIECES

01	LEMAIRE Wrap Coat in Wool OUTERWEAR	€1250
02	Studio Nicholson Line Tailored Pant TROUSERS	€395
03	AMI Paris Black Mesh Mirage Sneakers SHOES	€315

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WHY IT WORKS

The LEMAIRE wrap coat gives Jānis the directional focal point the art-world setting demands without resorting to logos or theatrical styling. The Studio Nicholson trouser preserves movement and a long leg line, while the AMI Paris sneaker answers the hard exhibition-floor reality with a lightweight, technically constructed sole and a refined silhouette. Together, the pieces turn oversized ease into deliberate presence.

STYLE NOTES

Keep the palette almost entirely black so the silhouette, wrap construction and material contrast carry the look. · Let the coat remain the dominant gesture; avoid adding loud graphics, conspicuous branding or decorative layering. · Wear the trousers full-length and fluid, with the sneaker visible enough to read as a considered technical finish. · Keep accessories minimal and functional so the outfit remains credible for continuous walking, standing and a downtown drink.

MUSIC / BROOKLYN / SEPTEMBER

THE ROOM IS GONE. THE NOISE ISN'T.



Photo: Jessica Licata / CBGB Festival

CBGB closed in 2006. The room ended. The mythology did not.

At 315 Bowery, Patti Smith, the Ramones, Blondie, Talking Heads and generations of punk and hardcore bands turned a very small club into a very large reference point.

In 2026, the CBGB Festival returns at Under the K Bridge in Brooklyn, with Patti Smith, Interpol, Sex Pistols featuring Frank Carter, Bikini Kill, Mannequin Pussy and others.

The contrast matters: a tiny room remembered inside an open-air landscape of concrete, steel and infrastructure.

What survives when a culture loses its room? Songs. Stories. Clothes that leave their original context and return decades later.

Punk's anti-fashion becomes fashion almost immediately. The useful rule is simpler:

Wear something you are prepared to live in.

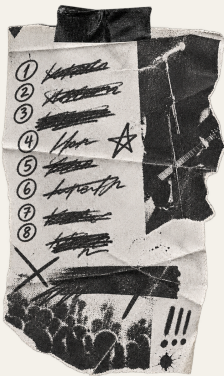
The floor is concrete. The night is long. The music is the point.

ISSUE NOTE

**CBGB FEST / SEPTEMBER 26, 2026 /
UNDER THE K BRIDGE PARK**

SCENE 03 / MUSIC

PLAY THIS LOUD



THEN

PATTI SMITH — GLORIA

A song that begins with a declaration and never really reduces its volume.



TELEVISION — MARQUEE MOON

A guitar line long enough to become architecture.

LATER

INTERPOL — OBSTACLE 1

New York changed.
The black jacket stayed.

NOW

MANNEQUIN PUSSY — I GOT HEAVEN

The useful thing about a lineage is that someone eventually refuses to behave inside it.



UNDER THE K

CONCRETE / STEEL / WRISTBANDS

FOOD TRUCK LIGHT

A JACKET TIED AROUND SOMEONE'S WAIST

A SHIRT BOUGHT THREE HOURS AGO

A SHIRT BOUGHT TWENTY YEARS AGO



*“The old room is gone.
The city found somewhere
else to be loud.”*

THE MOMENT

STILL THREE BANDS TO GO

UNDER THE K BRIDGE, BROOKLYN / 6:20 PM

You have been outside since daylight.

The concrete is holding the noise, the light is changing and the temperature is beginning to drop. Three bands you want to see are still ahead, which means several more hours standing, moving, waiting and getting closer to people than your outfit may have planned for.

Nothing you are wearing should need protection from the evening.



NOTHING PRECIOUS. NOTHING ACCIDENTAL.

PERSONALIZED

YOUR STYLE



SELECTED PIECES

01	A Kind of Guise Serrara Mac OUTERWEAR	€775
02	Lady White Co. Tri-Panel L/S T-Shirt TOP	€160
03	Carhartt WIP Brandon Pant TROUSERS	€145
04	ROA Sella Sneaker SHOES	€289

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WHY IT WORKS

The silhouette is oversized by design, not careless: the sharp outer layer and elongated top create Scandinavian clarity, while washed denim and technical footwear bring the abrasion and physical practicality the scene demands. It reads punk-adjacent through proportion, construction and wearability—not costume hardware—so the look can handle dirt, cooling air and close crowd contact without losing intention.

STYLE NOTES

Keep the Serrara Mac as the visual anchor; let its asymmetric construction do the expressive work. · Use the long-sleeve layer’s high ribbed neckline and dry jersey texture to keep the base clean but substantial. · Let the stone-washed Brandon Pant break over the sneaker with controlled, relaxed volume. · Keep accessories quiet or absent; the outfit already has enough utility and tension. · Photograph the look as lived-in and precise, never polished or pristine.

FOOD / SEAPORT / OCTOBER

WHEN DOES DINNER BECOME NIGHT?



Photo courtesy of Food Network New York City Wine & Food Festival

There is a point in a good New York evening when the original plan stops being useful.

Dinner was at seven. Someone else arrives at eight-thirty. The table becomes a bar, the bar becomes another address, and the jacket you almost left at home becomes the smartest decision you made all day.

New York After Dark, part of the 2026 New York City Wine & Food Festival, turns that transition into the event itself.

Kwame Onwuachi hosts the rooftop gathering at Pier 17, inspired by the food, neighborhoods and cultural influences behind his forthcoming cookbook *All Hours*. His restaurant lineup feeds a moving crowd rather than a room seated politely at tables. The sun goes down. The skyline lights up. The night includes a special performance by Questlove.

The event changes without changing location.

Food and nightlife are often treated as separate categories, but in New York the boundary is mostly a matter of time. The same room can be restaurant, meeting place, performance and party depending on when you look at it.

Clothing has to understand that transition early.

A look built only for dinner can feel too finished later. A look built only for nightlife can feel ridiculous while you are still trying to eat from a small plate without dropping it.

The better answer contains both possibilities:

polished enough for the first hour, relaxed enough for the third, with one layer for the roof and one detail that only fully makes sense after sunset.

ISSUE NOTE

NEW YORK AFTER DARK / OCTOBER 17, 2026 / THE ROOFTOP AT PIER 17

SCENE 04 / FOOD + NIGHT

7:03 PM / BLUE HOUR

*“Dinner hasn't ended.
Night has already started.”*

**DRINK**

Something cold enough to collect water on the outside of the glass.

**BITE**

One plate. Two forks. No chair.

**VIEW**

Brooklyn Bridge. East River. The first windows beginning to light up.

PLAY

The Roots — The Seed (2.0)

TEMPERATURE

Fine when you arrived.
A question twenty minutes
from now.

THE USEFUL OBJECT

The layer you almost did not
bring.

THE MOMENT

DINNER BECOMES NIGHT

PIER 17 / 7:15 PM

The first part of the evening still resembles dinner, except most people are standing.

There is food in one direction, the skyline in another and no real reason to remain in the place where you started. As the light disappears, the event gradually stops behaving like a food event and becomes a rooftop party.

You are dressing for both versions of the night.



GOOD AT DINNER. BETTER AFTER DARK.

PERSONALIZED

YOUR STYLE



SELECTED PIECES

01	RAINS Lohja Short Insulated Jacket OUTERWEAR	€250
02	Lady White Co. Municipal Pocket T-Shirt TOP	€85
03	Samsøe Samsøe Sanoah Trousers 15350 TROUSERS	€200
04	On Men's Cloud 6 SHOES	€160

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WHY IT WORKS

The RAINS jacket is the transformation piece: its cropped technical shape answers the cooler waterfront air and gives Jānis’s oversized preference a more deliberate silhouette. The boxy black tee keeps the base minimal, the wide-leg Samsøe Samsøe trousers create movement without formal suiting, and the cushioned On sneakers make the full evening practical across city streets and standing-room moments.

STYLE NOTES

Keep the jacket open at dinner, then zip it higher as the evening cools to make the silhouette more compact and graphic. · Let the cropped outer layer meet the high line of the trousers; avoid adding a long underlayer that interrupts the proportion. · Use the black-on-black palette to keep the technical textures intentional rather than futuristic. · The sneakers should remain clean and visible enough to reinforce the sporty Scandinavian foundation. · This is an editorial stretch beyond the usual under-€100 preference: the outer layer, trousers and footwear earn their place through warmth, silhouette and all-night mobility.

ACTIVE / FIVE BOROUGHES / NOVEMBER

ONE LINE THROUGH THE CITY



Photo: Tong Su / Unsplash

The first New York City Marathon in 1970 was four laps of Central Park. In 1976, the race crossed all five boroughs for the first time. In 2026, that route turns fifty.

The course makes New York itself the venue: Staten Island, Brooklyn, Queens, Manhattan, the Bronx, then Manhattan again for the finish in Central Park.

One line. 42.195 kilometers.

For the runner, usefulness wins immediately. Fabric has to work. Shoes matter beyond silhouette. Pockets become engineering. Weather becomes strategy.

And yet style does not disappear.

Runners still choose color, proportion, socks, eyewear and caps. Some disappear into black. Others become visible from three blocks away.

That is why this Moment belongs in a fashion magazine: what remains of personal style when almost everything has a job?

ISSUE NOTE

**NEW YORK CITY MARATHON /
NOVEMBER 1, 2026**

**50 YEARS OF THE FIVE-BOROUGH
COURSE**

SCENE 05 / ACTIVE

42.195 KM

FIVE BOROUGHES. ONE LINE.

STATEN ISLAND *0 KM*

BROOKLYN



QUEENS



MANHATTAN



THE BRONX



MANHATTAN

CENTRAL PARK *42.195 KM*

The line moves.

Distance accumulates.

The boroughs shift.

The route becomes a pulse through the city.



*A city usually experienced as
separate places becomes one
continuous gesture.*

THE MOMENT

BEFORE THE START

STATEN ISLAND / 8:37 AM

You have been awake since before sunrise.

Around you, people are warming up, finishing coffee, adjusting bibs, checking watches and removing the old layers they brought only for the wait. The Verrazzano-Narrows Bridge is still ahead.

So are 42.195 kilometers.

This is not a running-inspired outfit.

You are running New York.



PERFORMANCE FIRST. IDENTITY STILL VISIBLE.

PERSONALIZED

YOUR STYLE



SELECTED PIECES

01	On x POST ARCHIVE FACTION Zero Jacket PAF OUTERWEAR	€350
02	On Men's Performance Tank TOP	€70
03	On Men's 5" Performance 2/1 Shorts SHORTS	€80
04	On Cloudbloom Strike SHOES	€280

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WHY IT WORKS

The tank, shorts and Cloudbloom Strike are selected for the continuous demands of a 42.195-kilometre road race: breathability, quick drying, reduced chafing, storage and race-specific footwear. The Zero Jacket PAF answers the autumn start-area wait with a lightweight, windproof, water-repellent and packable outer layer. Its sculptural volume preserves Jānis’s oversized preference without turning the running kit into fashion-only styling.

PERFORMANCE NOTES

Keep the palette almost entirely black, with the shell’s construction and subtle reflective details doing the visual work. · Show the Zero Jacket PAF as a removable pre-start layer rather than a bulky garment intended for the full race. · Keep the tank close and calm beneath the oversized shell so the silhouette moves from editorial volume to race-ready efficiency. · Use the black-and-white Cloudbloom Strike as the unmistakable performance anchor. · Avoid cotton, heavy layering, novelty marathon graphics and lifestyle footwear.

FILM / LINCOLN CENTER / SEPTEMBER

AN EXCUSE TO DRESS A LITTLE MORE

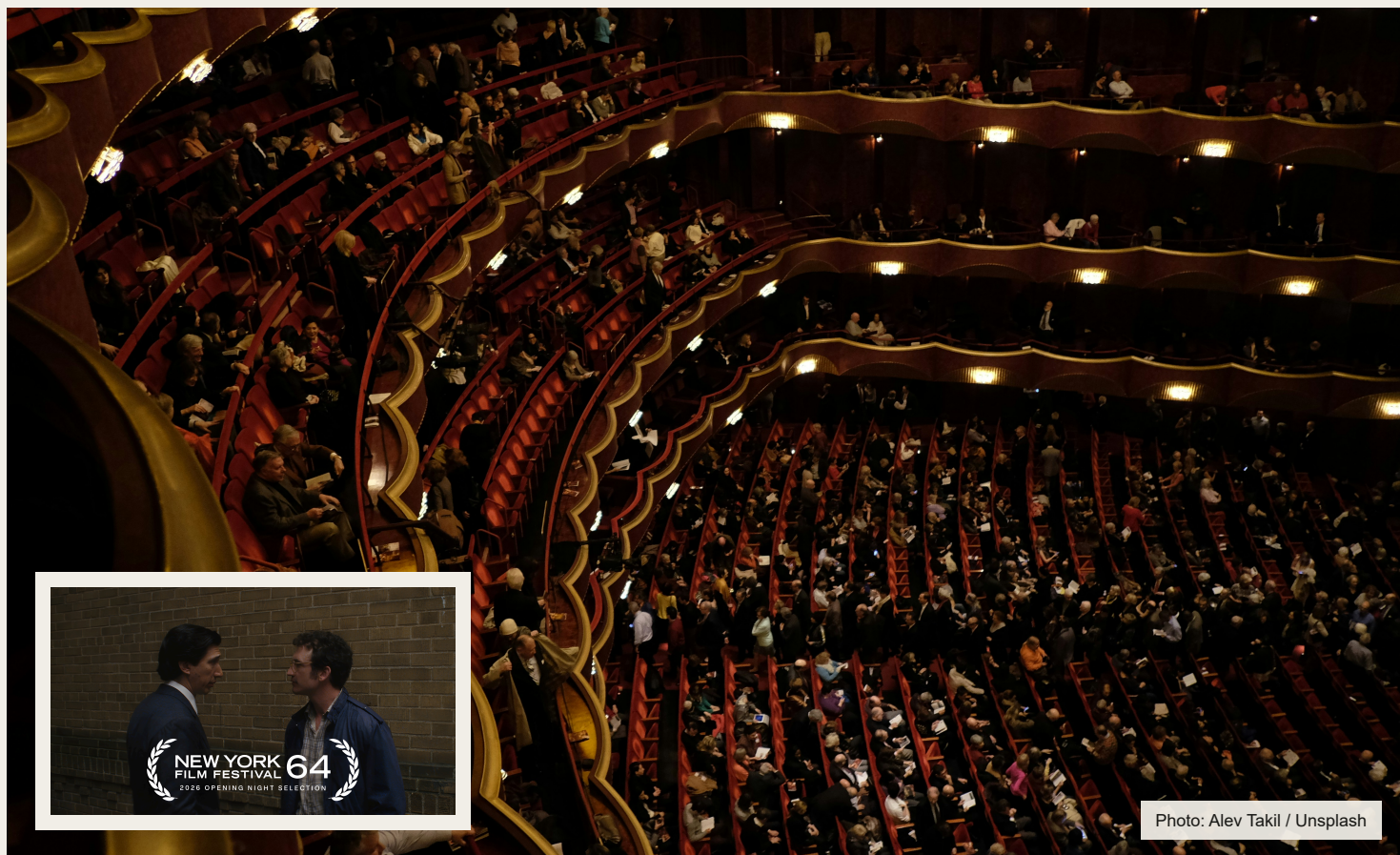


Photo: Alev Takil / Unsplash

Not every invitation deserves a new outfit. Opening night does not require one either, but it gives you permission.

The 64th New York Film Festival opens on September 25 with James Gray's *Paper Tiger* and begins more than two weeks of screenings across Lincoln Center and the city.

The interesting moment is just before the screen goes dark.

A film premiere is not a gala, a wedding or a red-carpet obligation. Ordinary clothes are allowed. Effort still shows.

That slight rise in stakes is where personal style becomes visible: a black suit with no tie, a long coat over something almost casual, one choice that would feel excessive at dinner and completely right here.

Autumn helps. Coats return. Darker fabrics make sense again. A look can be layered because 6:45 and 10:30 do not ask for exactly the same thing.

What does **your** version of dressed up look like?

ISSUE NOTE

**64TH NEW YORK FILM FESTIVAL /
SEPTEMBER 25–OCTOBER 12, 2026
OPENING NIGHT / JAMES GRAY'S *PAPER
TIGER***

SCENE 06 / CULTURE

OPENING NIGHT

6:45 PM / LINCOLN CENTER

Still outside.

The plaza is blue at the edges.
The doors keep opening.



IN YOUR HAND

A program folded once. A ticket you will not need again.

7:02 PM

Lights down.

Phones disappear.
The room becomes one screen.

AFTER

One glass. One argument about the ending.



*Opening night starts
before the film does.*

THE MOMENT

OPENING NIGHT

LINCOLN CENTER / 6:45 PM

You are going to an opening-night screening.

Most people here are not walking a red carpet, and you do not need to dress as if you are. But tonight deserves more intention than an ordinary film. Afterwards there may be a drink, a late dinner, and a colder walk back outside.

Dress up.

Do not become someone else.



DRESSIER THAN USUAL. STILL YOURSELF.

PERSONALIZED

YOUR STYLE



SELECTED PIECES

01	LEMAIRE WRAP COAT IN WOOL OUTERWEAR	€1250
02	Samsøe Samsøe Sapatrik Sweater 132 TOP	€170
03	about:blank Tailored Wide Leg Trouser TROUSERS	€185
04	KLEMAN PADRINI SHOES	€170

PRODUCT LINKS ARE AVAILABLE IN YOUR DIGITAL EDITION.

WHY IT WORKS

The LEMAIRE coat creates the architectural presence this opening night needs without slipping into business formality. The relaxed navy sweater keeps the look personal and comfortable for a screening, while the wide tailored trousers extend his preferred volume into evening territory. KLEMAN’s black leather derby grounds the silhouette for city movement and adds just enough polish for the Lincoln Center crowd.

STYLE NOTES

Keep the palette near-black: black, midnight navy and restrained silver-toned light. · Let the coat carry the drama; keep branding, accessories and styling deliberately quiet. · Preserve generous proportions through the shoulders and trouser leg rather than narrowing into conventional tailoring. · The textured derby adds structure and a subtle workwear edge to the refined silhouette. · Style the coat with its clean concealed closure visible; use the belt sparingly so the shape remains architectural.

CLOSING NOTES

FIELD NOTES / NEW YORK

Six moments from a city that never quite follows the plan.

01 / FASHION	The day rarely ends where you thought it would.	02 / ART	Looking longer changes what you notice.
03 / MUSIC	Some rooms make better sense at full volume.	04 / FOOD + NIGHT	Dinner is sometimes only the beginning.
05 / ACTIVE	A city becomes one continuous line when you move through it.	06 / CULTURE	Opening night starts before the film does.

The city was shared.
The arrival was yours.

SPONSORED

EGRETTA GARZETTA

HAND-KNITTED MOHAIR SCARVES AND
KNITWEAR

*Soft. Light. Quietly
bold.*

Hand-knitted from a fine mohair-silk blend, Egretta Garzetta scarves are made for layering through autumn, winter and early spring.

FEATURED PIECE

Green mohair skinny scarf

Sage striped mohair-silk scarf, hand-knitted in a light, fluffy finish.

75% mohair / 25% silk
200 cm or 280 cm

egrettagarzetta.studio ↗



NEXT / WINTER

Cold makes clothing less theoretical. Six new Moments. One new city.

NEXT

WINTER 2026–27 / LONDON

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01 / autumn 2026

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