

## up front

# Pop-Ups, Playing Cards and Ponytails

FROM CLOTHING TO PLAYING CARDS, WE'VE GOT YOU COVERED ON THE NEW HAPS OUT EAST.

BY LUKE HIMMELSBACH

## Deborah Pagani open pill hair cuff, \$85

TIED UP

Hate hair in your face? Fine jewelry designer Deborah Pagani's newly launched Hair Objet, available at Knockout Beauty, is as practical as it is chic. 2400 Montauk Highway Bridgehampton, knockoutbeauty.com

### **STACKED**

Emily Gerbracht shares the inspiration behind her Hamptons deck of cards.

### Places that inspired the card designs?

I wanted to capture the most quintessential Hamptons locations and scenes: the windswept open beach with dunes and a shinale house, the surfboards in Montauk, the sailboats in Saa Harbor and the water mill in Water Mill.

### How did the idea behind these cards come about? I have created a few

custom decks of playing cards as party favors for weddings in the Hamptons. I have several friends who weekend there and thought it would be fun to add the Hamptons to my collection.









### Perfect Hamptons summer card game?

I am a gin rummy fan and recently enjoyed playing a few rounds on the back patio of a friena's house in Water Mill.

### Best part about bringing these anywhere?

You may be reminded of your first surf lesson in Montauk while you are sipping limoncello in Positano playing War with your husband.

The Hamptons playing cards, \$32, are handpainted by LouLou Baker and available at louloubaker.com.

**Bagging Goodness** This summer, FEED partners up with Polo to combine fashion and philanthropy. Lauren Bush Lauren fills us in.

Tell us about this project. FEED is partnering with Polo to make a meaningful difference in the lives of kids in the U.S. With every purchase of our FEED x Polo capsule collection. school meals will be given through our giving partner No Kid Hungry. Polo is the most iconic American brand, so the impact we can have together is immense. And for me personally, it is really fun to work with family who

have already been so supportive of me and FEED over the years!

How is this collaboration unique? I think the collaboration is unique in that it is very heritage FEED but also very on-brand for Polo, using natural materials of burlap, linen and leather. And the branding and giveback message is very overt and clear.

How does Polo tie into FEED's interest? Polo is very much a family brand, and they wanted a way to further support families and especially children through a product collaboration. FEED's mission from day one has been to



purchase of the FEED x Polo capsule



34 hamptons