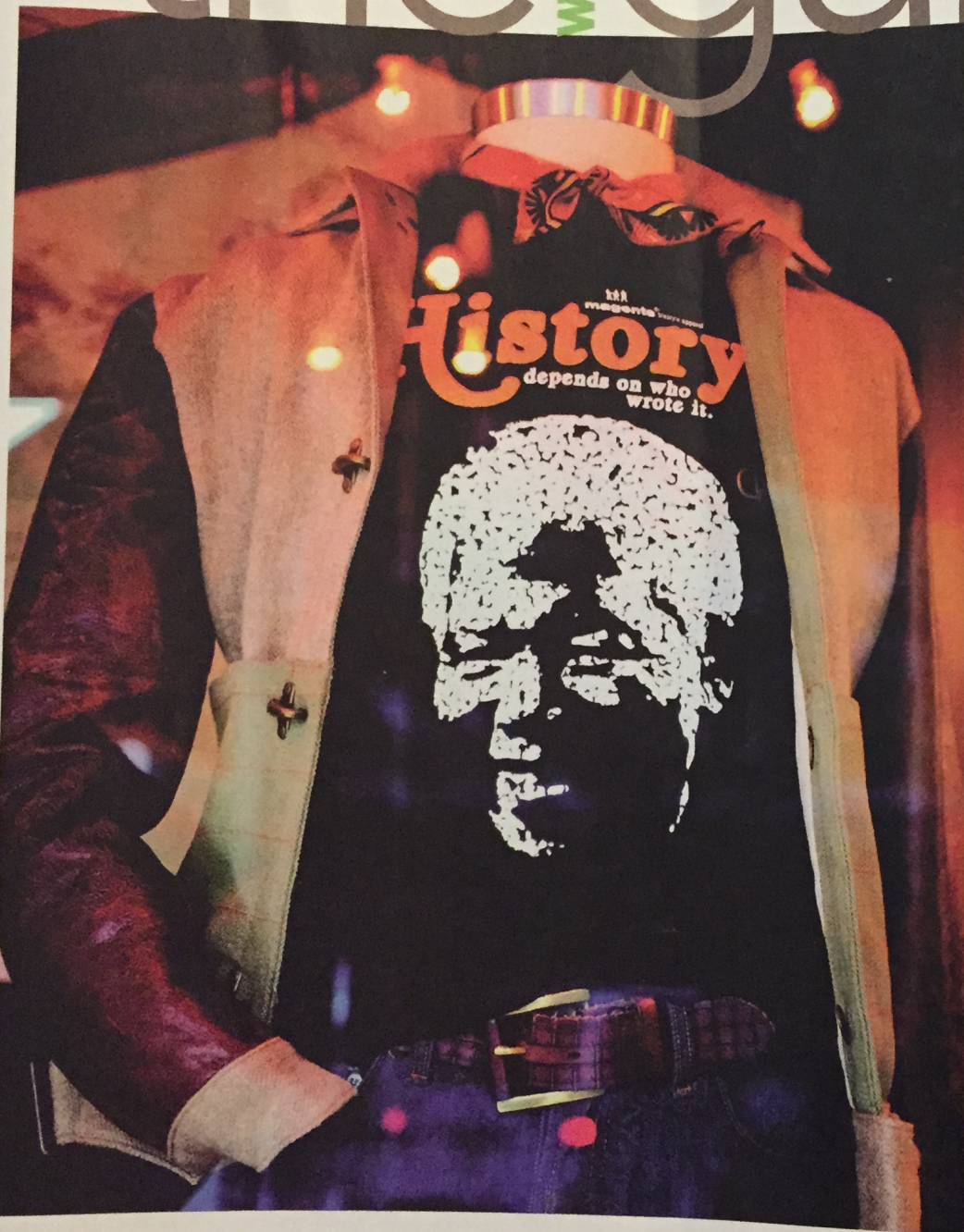


the where guide



Guy Style

Philly native David Grimes opened **ARMOUR** Philadelphia last year on Fabric Row. This menswear boutique, open Tuesday through Sunday, stocks a curated selection of affordable and fashionable clothing and accessories. Shelves are lined with items from progressive labels like California's Prospective Flow to Old School Shirt Makers New York, as well as indie designers including Circle of Gentleman and South Africa's Magents. "We want people to understand that this guy, the ARMOUR guy, is a global citizen—a man of his community and a man of the world," says creative director Eric Hatcher. This spring, the shop will add tote bags and flasks from Jack + Mulligan, swimwear and underwear from France-based Pull-In, and button-downs, shorts and messenger bags from DC-based designer NativeDanger.

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armourphiladelphia.com—A.C.