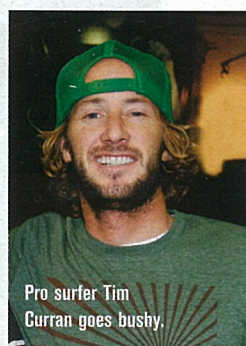


THE RADAR NOW!



Ryan Gosling
keeps it neat.



Pro surfer Tim
Curran goes bushy.

A GROWING TREND

More than soccer team scarves, Ray-Ban Wayfarers and limited edition sneakers, the-of-the-moment hipster accessory is full-on facial hair. While we first noticed an abundance of lumberjack beards and straight 'staches at indie rock shows and artsy happenings, going scruffy has become de rigueur for guys with the guts to grow it out—and everyone from

"It" boy Ryan Gosling to pro surfer Tim Curran are making unshaven chic. Those who've already tried out Tom Ford's perfectly manicured five o'clock stubble know it's too much work to maintain, so put down that razor altogether and go for the full effect. —Melissa Quinlan



FLY ME TO THE MOON

"So far it's been entrepreneurs and adventurers, and they're all very much like Richard Branson," quipped San Diego's very own Virgin space agent Scott Borden. Though flights to space are not slated until 2010, Virgin Galactic already has 200 reservations at \$200,000 a pop. As one might expect, Branson has big, stylish plans, with a space station set to open in New Mexico complete with hotel, top restaurants and a spa. Here, wannabe moon walkers will undergo three days of training for the 2 1/2-hour flight where, for \$50K, travel companions can pay to watch loved ones be hurled into the stratosphere once the rocket (above) is launched. Just don't expect peanut-pushing flight attendants. There's no food or bathroom on the trip. *Travel Dynamics Group, Inc., La Jolla, 858.551.6970 or www.virgingalactic.com.* —G.F.



COMFORT LEVEL

Men who are thankfully graduating from reclining sofas can turn to DNA for instant status as a Designing Man. So what if you know nothing of Eames or Noguchi? A lounge space by German duo Jehs+Laub confers an honorary degree in Modernism. But don't be fooled by the collection's sleek appearance. Designers Markus Jehs and Jurgen Laub (for manufacturer Fritz Hansen) packed the lounge chair's plastic shell with foam-filled pads for ultimate comfort. "We have many beautiful pieces, but you wouldn't necessarily lounge in them," says Cathi Pederson of DNA, which bows the collection this month. "These lounge chairs are extremely comfortable." Available at DNA, 1990 Columbia St., Little Italy, 619.235.6882, www.dnaeuropeandesign.com. —Stacy Shoemaker Rauert



SKIN TO WIN!

You wouldn't think surfers shopped the cosmetics counter at Saks, but until the recent arrival of Hawaiian-born Vertra, pros like Kelly Slater and Shane Dorian were going shoulder-to-shoulder with the ladies to stock up on department store sun block. Well, no longer. Now island locals and surf fashion industry entrepreneurs Bobby Higa, Tao Miller and Keoni Watson have come up with a superior and luxurious SPF product that is less war paint and more weather-repellant, geared toward thrill-seekers cautious of salt and sun. Vertra's foundation-based block (yes, real pro-rippers wear makeup) comes in either a tinted or a translucent stick and contains ultra-fine titanium dioxide for serious sun protection that stays put. And according to Higa, "it goes on like butter." Too bad we won't be bumping into any pros at the counter anymore—but hey, maybe in the water. www.vertra.com. —Dawn Triemstra

