



DRIVING FORCE

THE INCREASINGLY TENUOUS line separating man and machine. The fusion of artistry and engineering. Truth, beauty and the American dream.

Heady concepts for an emerging branding operation to undertake, but if the impressive debut of Devon, the industrial-design house, is any indication, these lofty thematic ideals are completely realistic. Despite obstacles of timing, founder Scott Devon is aiming to prove that said American dream is still gloriously intact. His built-from-scratch operation's initial project—the ultraexotic Devon GTX sports car—recently set two unexpected lap records, and dazzled the gearhead set in 2009.

While the GTX heralds a breakthrough in exotic automotive design on the global stage, it remains merely prototypical in brand context. The Devon Advanced Design Group today intends to take the brand's sensibility—a singular blend of advanced performance, classic and contemporary design and timeless couture pieces that revive pioneering

The Devon Advanced Design Group today intends to take the DM sensibility... beyond the racetrack and into the thrill-enthusiast lifestyle at large.

American design—beyond the racetrack and into the thrill-enthusiast lifestyle at large. “It’s a lab and platform created to produce extraordinary iconic forms from a uniquely American perspective of innovation and freedom,” says Devon. And with a wealth of sleek, performance-themed merchandise set to roll out in the coming months, the challenge is to make Devon a household name.

Continuing trends established by the GTX, expect more groundbreaking craftsmanship and style when the limited-edition Devon Harrier motorcycle debuts this month—a

bike unlike any other on the market. This too goes for Devon timepieces (inspired by bespoke motorcycles and ideal for any true racing fan or auto enthusiast). Also in the works: a line of men’s and women’s cafe racer-inspired jackets designed by Agatha.

Next month, the Devon line of products will be available at the Devon Beverly Hills flagship

store and at select high-end retailers. Expect upscale retail exposure as 2010 winds down and perhaps even a Manhattan boutique. After the first wave, the Devon line will encompass “a line of women’s couture clothing and jewelry I’ve designed, and scents and eyewear in the future,” says Devon. And chances are it’ll all happen. Devon may dream big, but his follow-through is fairly spectacular. Visit devonworks.com. —JOHN HEINZ



Inside a Blue Star jet

Sharing Is Caring

Blue Star Jets' Share-a-Jet Exchange is a great way for you, your friends or your business partners to save money without sacrificing luxury. By using the company's innovative online network, which it introduced last June, jet flyers have the opportunity to find others with a similar flight itinerary to partner with. Sharing a private flight can save up to 50 percent (a light jet from New York to Florida starts at \$6,500 each way), so why not share the love? 212-461-6800; shareajetexchange.com—JANE KELLOGG

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Red-carpet luxury has gone green. To show its commitment to the environment, **EmpireCLS Worldwide Chauffeured Services**—a leading chauffeured service provider to high-profile events and clients like the Academy Awards and, exclusively, New York's very own Four Seasons Hotel—added 30 new Mercedes-Benz S400 hybrid sedans (pictured) to its fleet. In accordance with Green Ride Global, EmpireCLS will reduce greenhouse gas emissions by 20 percent over the next five years in all areas of business, showing that arriving in style doesn't have to be such a guilty pleasure. 800-451-5466; empirecls.com—LOREN YANDOC



2010 Mercedes-Benz S400 hybrid sedan

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