

VOGUE

FASHION

A Pop-Up Surf Lodge for New York Fashion Week, with Uniforms by Loomstate

by Chelsea Zalopany



Photo: Joe Termini

Surf Lodge, Montauk's laid-back food-shack hangout, is taking a very different kind of vacation and trading in its sand, surf, and sun for the winter cold and bustling tents (or in this case, studios) of New York's Fashion Week. Milk Studios will host a pop-up Surf Lodge restaurant. The chances that showgoers will trade in their Givenchy booties for a pair of Havaianas flip-flops are slim, but with a menu of vapor waters, Arizona teas, and Bloody Marys, not to mention a live reggae band, Surf Lodge will offer some desperately needed hammock time. Co-owner **Rob McKinley** and longtime friend and surf buddy **Rogan Gregory** of Loomstate are having a go at a second collaboration; they recently designed a line in honor of Earth Day, to be sold exclusively at Bloomingdale's this April. "We just flow together, and it seems so easy because Rob and I have the same vision," says Gregory. McKinley and Gregory chose to outfit the wait staff in customized Loomstate apparel, with Loomstate's simple white Riviera dress now organically vegetable-dyed in superbright carrot-orange. (Sadly, the dresses are the only thing not on the menu; you can't buy them.) The Montauk duo also plans to use excess fabric from Loomstate's spring 2010 collection to reupholster an assortment of furniture. Surf's up!
