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Cover Trail

How the cover gets made

1 "Cover is Dov Charney."

"Oh boy."

2 "No black and white."



3 "Better, but can we try something more recognizably him?"

"Ask and ye shall receive, kind sir."



4 "This lacks—how should I put this?—an idea."



5 "Great, an idea! It also makes absolutely no sense."



6 "You and your quirky editor rules. How about we just rip off the Andy Warhol *Esquire* cover, except instead of falling into a soup can, Dov is falling into something else."



7 "I had no idea designers ripped each other off!"

"Speaking of Warhol, didn't he say, and I quote, 'It's totally cool to copy stuff?'"



8 "No, I believe the quote was, 'Designers are best seen, not heard.'"