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How the cover gets made

"The cover is our New Money special issue."

"'New Money' as in people who just got rich?"

"There is some of that, but also young people in China who are living off their inheritance, a West Coast real estate company that's making a killing selling the millennial lifestyle, and wealthy Bolivians who are splurging on over-the-top architecture."

"That's a lot to put on a cover."

"What do you see when you hear 'New Money'?"

"I see the guy standing in line for a \$6 artisanal drip coffee, who carefully grooms himself to look like a backup keyboardist for the Black Keys, wearing a \$1,100 Neil Barrett blazer that he pairs with brand-spankingnew Converse that he makes sure not to get a speck of dirt on as he steps into his black Uber car on the way to the vanity company he started with daddy's money."

"I sense much hate in you."





