



Too Hot to Handle
This convertible Ferrari nearly got Dan Neil in trouble **D11**

OFF DUTY

Lobes in the Wood
Lightweight earrings—and bangles—made of trees **D2**



FASHION | FOOD | DESIGN | TRAVEL | GEAR

THE WALL STREET JOURNAL.

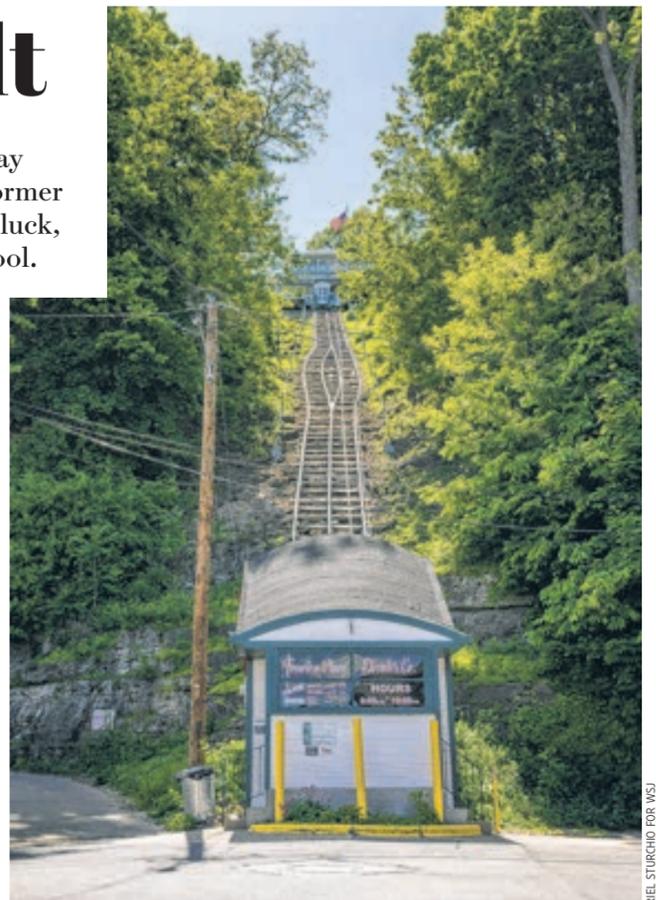
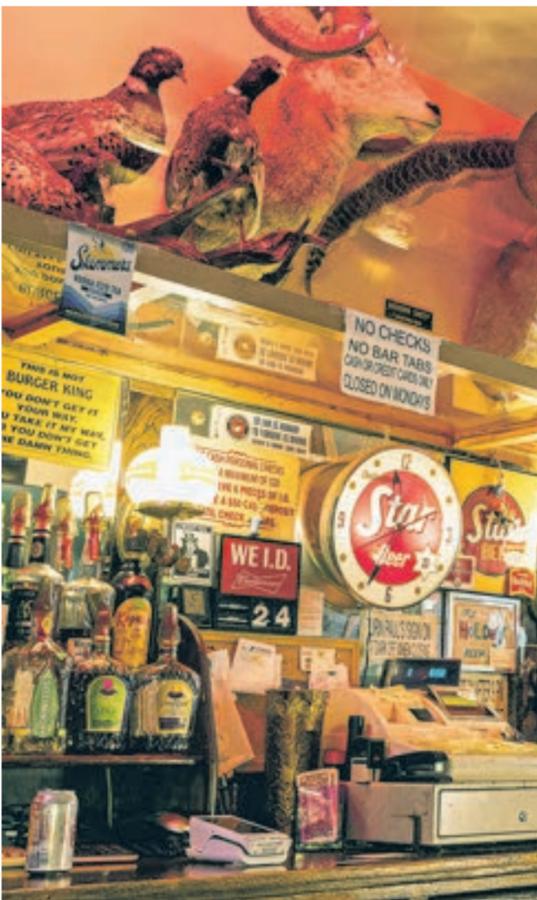
Saturday/Sunday, June 14 - 15, 2025 | **D1**



TAKE MONDAY OFF / DUBUQUE

Rebirth In the Rust Belt

Pack your bags for a three-day weekend in Dubuque, Iowa. A former manufacturing hub down on its luck, it's quietly become a hub of cool.



HIGH-TAIL IT TO THE MIDWEST Clockwise from top left: Chef Kevin Scharpf of Brazen Open Kitchen slices into a fish; one of the many murals around Dubuque commissioned by the organization Voices Productions; the Fenelon Place Elevator, a funicular; the bar at Paul's Tavern, a beloved dive that also serves cheap and delicious burgers.

BY DAVID FARLEY

IN 1925, the town of Dubuque, Iowa, found itself singled out by Harold Ross, editor in chief of the *New Yorker*, in its inaugural issue. “The *New Yorker* will be the magazine which is not edited for the old lady in Dubuque,” he wrote. “It will not be concerned in what she is thinking about.”

Snobbery aside, Ross had a point. I was born in Dubuque and that “old lady” could’ve been my great-grandmother, whose life in that small town on the Mississippi River was far removed from Ross’s cosmopolitan preoccupations.

My family fled Dubuque for Los Angeles in 1978, just before manufacturing took a nosedive. In the early ’80s, the population dropped by 10% and unemployment shot up to 23%. One popular T-shirt at the time asked “Will the last one leaving Dubuque please turn out the lights?”

A few years ago, my sister returned from a high school reunion singing Dubuque’s praises. The lights were not just back on but shining bright, she claimed. I had to see for myself, and on a recent trip, my first in 25 years, I was shocked by what I found.

The once-derelict Downtown neighborhood buzzes with energy. Thanks to enterprising locals and more than a few newcomers, the city has transformed into an ideal long-weekend destination. Travelers looking to step away from the usual escapes will find much to love. But so will anyone looking to see how a largely abandoned industrial hub can reinvent itself. Here’s how to make the most of three days in town.

DAY 1 | SATURDAY

9:15 a.m. Check in, or at least stash your bags, at the eight-floor Hotel Julien Dubuque (doubles starting at \$199), the city’s old grand-dame hotel, which claims Abraham Lincoln, “Buffalo Bill” Cody and Al Capone among past guests. The elegant, high-ceilinged lobby will transport you back to the 19th century, when Dubuque was a Midwestern hub for commerce and industry. Request a room on a high floor for views of the historic Downtown and the river.

9:45 a.m. Begin nearby at Monk’s, a coffeehouse by day and a bar and performance space by night. The ramshackle-but-homey interior creates a lived-in feel that makes for a cozy cup of coffee.

10:15 a.m. Dubuque has hosted a regular farmers market since soon after its founding in 1833. Take a stroll down Iowa Street to enjoy the latest incarnation where you’ll find locals shopping

for organic vegetables, eating at food trucks and browsing stalls selling everything from goat-milk soaps to freshly baked pies.

12:15 p.m. Cremer’s Meats in the North End neighborhood has been making hearty turkey-and-stuffing sandwiches since 1948. It’s a no-nonsense, no-seating joint, so walk your sandwiches three blocks south to the recently developed Bee Branch Creek Greenway or drive a mile and a half north to Eagle Point Park, where you can dig in with a view of the Mississippi.

2 p.m. Stroll over to the Fenelon Place Elevator, which claims to be the world’s shortest, steepest railroad. The 296-foot-long funicular takes you up a bluff for views of 19th-century church steeples, the gold dome of the county courthouse and the three bridges that reach across the river.

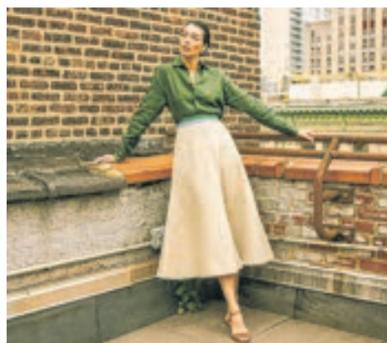
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Inside



RECIPES FOR SUCCESS

These cookbooks from food brands make for surprisingly tasty reads **D7**



LINEN FOR THE WIN

The summer fabric conspires to make you look bad. Here, a battle strategy. **D3**



RETRO-SIXTIES WHEN WET

Trim. Crisp. No droopy drawstrings. For dapper men who want a dip. **D4**



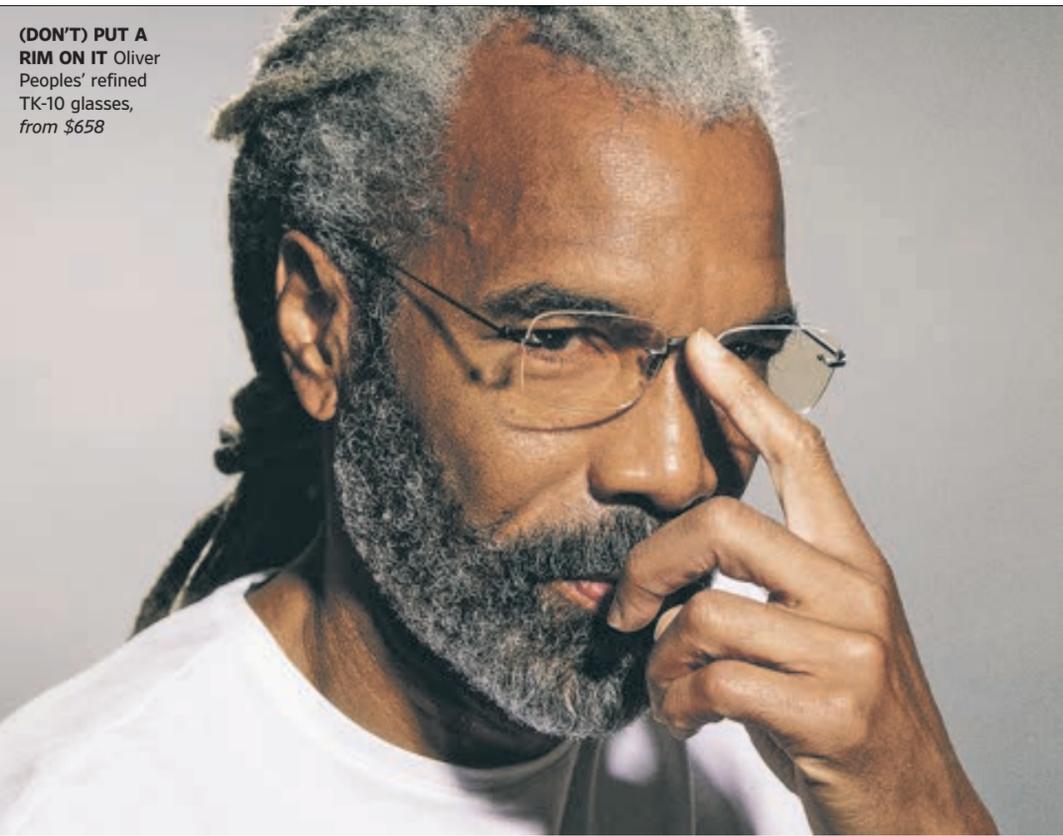
THE HUSBAND WHO WANTED A PUB IN HIS BACKYARD

And the wife who didn’t **D6**

STYLE & FASHION

(DON'T) PUT A RIM ON IT Oliver Peoples' refined TK-10 glasses, from \$658

ISA ZAPATA FOR WSJ; TALENT IS DARYL DIAMOND/NEW YORK MODELS



Think Outside the Frames

Though nerdy by nature, rimless glasses are wonderfully light and comfortable—and making a comeback among men of all ages. Is the divisive style worth a shot?

By PAUL SCHRODT

JOSH CALIHAN, 37, wanted to give his face a break. The Chicago-based personal shopper owned plenty of chunky, heavy glasses but craved something lighter. Then, last fall, he spotted the newish M3104-B glasses by Tokyo brand Matsuda. The specs feature striking hexagonal lenses, brushed-gold titanium arms with delicate filigree—and no rims.

In the past, rimless glasses “kind of gave me ‘grandpa,’” said Calihan. But Matsuda, he argued, has “taken something that would normally be considered very conservative and put their touch on it. The little details make it special.” At once fresh and relatively classic—not to mention light—they have become his go-tos.

Long associated with academics, accountants and lab technicians, men’s rimless glasses manage to be both quiet and divisive. Some find them nerdy; no one could call them classically hand-

some like a tortoiseshell design. But the comfy style is enjoying a resurgence among men of all ages and levels of “adventurousness,” according to opticians including Adam Cassel of Studio Optix in Manhattan. (GQ recently implored its readers to “steal your accountant’s glasses.”)

The best new designs offer an elegant reprieve from the thick-rimmed, mod-style glasses dominating the men’s market. And they’re good enough for celebrities such as rapper ASAP Rocky and pop star Troye Sivan.

Fans praise their lightness and the way they open up the face rather than obscuring features. “I think they add class to an outfit,” said Los Angeles stylist Jay Hines. Noting that rimless specs fit with the current fashion for a pared-down aesthetic, L.A. stylist Tiffany Brisenò called them “sleek and modern.”

That description applies to Oliver Peoples’ new TK-10 frames (\$658), which are handmade in Japan with softened rectangular lenses and streamlined titanium arms. Warby Parker’s rectangular Olin model wins points for the neat tortoiseshell accents capping the ends of its titanium arms. Rimless lenses tend to skew smaller—this is not an oversized look—but they can lean relatively flashy. Example: One Cartier design (\$1,295) comes with a big “C” built into each of its 24K gold-plated arms.

Sans-rim styles typically weigh far less than regular frames, opticians noted. Depending on prescription, models in Lingberg’s Spirit Titanium collection can weigh around 6g—mere sprites compared with popular thick-rimmed acetate

styles on the market weighing well over 30 grams.

“My thing about them is basically comfort,” said Mike Osborn, 77, a San Francisco-based former Macy’s executive who lives in rimless glasses. “You don’t even remember you have them on sometimes,” said Osborn, a self-described traditionalist. “When you’re looking out of the glass, you don’t see the frame piece on either side. It doesn’t distract your vision.”

For those reasons, Cassel

rimless pince-nez models (secured not around the ears, but via a bit that pinches the nose). Regular rimless glasses peaked in popularity in the 1980s and early 2000s. The look “feels slightly Y2K, which is generally in the air these days, especially with Gen Z,” said New York fashion writer and content consultant Max Berlinger.

For “a touch of luxury,” L.A. stylist Brand Williams suggests choosing models whose temple bars and bridge are crafted in high-quality materials such as titanium. Both he and Berlinger would style these glasses with similarly streamlined outfits. “Not baggy jeans and a T-shirt, but slim, black trousers and a blazer,” said Berlinger.

Some practical concerns: Rimless glasses are more fragile than regular ones, so Chen suggests seeking out stronger lens materials like polycarbonate or Trivex. (Racquetball players and anyone with restless toddlers should look elsewhere.) And severe myopes should be wary, said Chen: If your prescription exceeds minus six diopters, the thickness of the lenses “kind of defeats the purpose of the minimalist look.”

After all, rimless glasses stand out for *not* standing out. “The apparel guys are wearing right now is over-the-top—more prints, louder colors, bigger and baggier pants,” said Berlinger. These counter “that vibe.”

Shady Cousins

Far less divisive than their eyeglass peers, rimless sunnies can skew comfy and cool



Clockwise from left: Armani Exchange Sunglasses, \$110; Montblanc MB0412S, \$545 at Frames Direct; Bottega Veneta Glaze Rimless Sunglasses, \$570

‘Sometimes you don’t even remember you have [glasses] on. You don’t see the frame on either side.’

finds the style appeals to folks who primarily wear contact lenses and aren’t accustomed to the feeling of frames on their face all day.

Dr. Dickson Chen of Davich Optical in L.A. said he and his customers appreciate these glasses in part because the absence of rims allows for endlessly customizable lens shapes. Case in point: The \$590 Momentum 5529 model by Austrian brand Silhouette comes in 18 different lens shapes, from perfectly circular to hexagonal to D-shaped.

Chen noted that rimless styles date to the 1820s. In the late 1800s and early 1900s, he said, Teddy Roosevelt helped fuel a craze for

FAST FIVE

Want the Wood News or the Bad News?

The negative: Heavy metal jewels can get sweltering in the sun. But cheer up: These lightweight walnut, teak and acacia bangles and danglers don’t.



Zara Pack of 2 Combined Wood Necklaces, \$46

CCWW Designs 2-Tiered Wooden Shell Earrings, \$3,274

Mish Fine Jewelry Bark Earclips, \$13,000

Capucine De Wulf Gaia Hinged Bangle, \$250

Lizzie Fortunato Halo Hoops, \$185

CALL OF THE THINGS I JUST FOUND TOO HARD TO SAY

LAUREN JAUREGUI // TRACK 03

WHEN YOUR KID CAN'T FIND THE LANGUAGE, FIND THE LYRICS.

USE THEM TO START A CONVERSATION WITH YOUR KIDS ABOUT EMOTIONAL WELLBEING. LISTEN TO THE ALBUM, FIND TOOLS AND GET TIPS FROM PROFESSIONALS AT SOUNDITOUTTOGETHER.ORG

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STYLE & FASHION

Timely Wrinkles

Wearing linen come summer needn't mean showing up at the beach or work as a saggy, shapeless cliché. Advice for skeptics.

By ANTONINA JEDRZEJCZAK

IF FABRICS were dog breeds, denim would be a golden retriever. All-American. Everyone's best friend. Linen? I'm going with a Shar-Pei. Distinctive, yes. Cool? Indeed. But man, look at those wrinkles.

Despite the cursed creases, every summer, many women I know, myself included, pull out our linen pieces with visions of finally mastering the finicky flax. We're in fine company. The ladies of ancient Cairo preferred to lounge in linen. In the Book of Revelation, the angels descended "dressed in clean, shining linen."

Here on earth, too often we find ourselves afflicted by potato sack syndrome.

"The fabric can be tricky," said New York stylist Rebecca Dennett. The weave has a tendency to stretch and sag in unsightly ways. Puckering waistbands give off diaper vibes. And for all the nonchalant swagger of white linen, it seems to have the unique ability to turn see-through at the mere mention of public speaking.

Silk or wool blends offer the unfussiness that is linen's main draw, 'but won't stretch as much.'

When I told my sister, a far braver dresser than me, that this summer I planned to tackle the flax dilemma once and for all, she texted back: "I'm currently in a love-hate relationship with a 100% linen tank. So evil, but so good."

So how do you enjoy linen's laid-back benefits and avoid its wrinkly clichés, even for the office? Read on.

Color Theory

There's nothing wrong with linen in earth tones—taupes and beiges are the fabric's default setting. But if you're looking for original takes, reach instead for hues "that stay within the feeling of nature," but are a little less

predictable, said Barbara Casasola, the linen-loving designer behind Italian label Casasola. "Look to the sky or flowers instead."

Another unexpected color combination? Graphic black and white, says Mahshid Bernroider, a fashion vlogger in Austria. "It's very sophisticated."

If you gravitate toward white shorts or pants (and don't plan to interact with chocolate-loving toddlers or slobbering dogs), Bernroider advises looking for pocket linings cut from a pale beige fabric instead of stark white



so their outline doesn't show through. Casasola suggested wearing skin-tone undergarments with extra coverage, such as a boy short, "so you don't feel exposed."

A Flattering Fit

High-quality linen pieces typically fit better. Unlike with stretchy synthetics, when it comes to 100% linen, fast-fashion prices often mean fast-sagging silhouettes. While loose, unstructured layers work at the beach, linen for the city should have some heft.

Belgian and French varieties—known for their durability, thanks in part to the climate the plants grow in—

hold their shapes best. The budget-conscious should look for blends. According to Casasola, linen mixed with wool or silk can still offer the unfussiness that's the fabric's main draw, "but won't stretch as much."

"The key to linen really is the cut," said Casasola, who cut her teeth as a designer for Roberto Cavalli. "For the office, if you're not somebody who wears linen, start with a well-cut blazer. It's a great way to introduce the material into your wardrobe in a more elegant way."

If you have a board meeting on the calendar, avoid linen pants, says Dennett. "When you sit down, there



SPIN ARTIST Flax your style muscles with these modern linen looks. Clockwise from top: Merlette Dress, \$680; Renato Cipullo Necklace, \$2,500; Michel Piza Mules, about \$597. Casasola Blazer, about \$867; Éterne Tank, \$75; Dissh Pants, \$150; Nina Runsdorf Necklace, \$650. WNU Shirt, \$190; Rosie Assoulin Skirt, \$1,395; Abel Objects Earrings, \$380; Emme Parsons Sandals, \$595.

is creasing around the crotch, which isn't a great look." In general, Casasola says, look for pants that have "a masculine, tailored cut" and a relatively loose fit.

Sharp tailoring will guarantee "you're not wearing a potato sack." Choose comfort-

able drawstring waistbands over default thick elastic ones, which "can look frumpy," said Bernroider. Another trick? Tuck in your T-shirt "and pull a bit out over the waistband [to] cover it," she said.

Styling Solutions

When styling linen, "avoid anything heavy, like chunky sneakers, [and] any winter vibes such as leather jackets," said Bernroider. The juxtaposition will feel too jarring. Instead, pair airy linen with fellow soft, breathable textures such as silk and cashmere. Casasola is partial to dainty velvet slippers in subdued hues.

As for those wrinkles? If they bother you, consider paying more for French or Belgian linen which offer a smoother, thicker weave. If even those prove too unruly, Dennett suggests buying wrinkle release spray or hanging the garment in the bathroom while you shower to release the creases.

Or perhaps simply give up the fight. "As with our skin, the creases add to the character. Embrace them," said Bernroider. Casasola echoes the sentiment. "Sure, you can get a shirt that never wrinkles. But it never wrinkles because it's polyester."

Maybe those Shar-Pei are onto something.



ELIZABETH COETZEE/WSJ; PHOTO ASSIST BY WAYNE FRANCIS; STYLING BY CAITIE KELLY; FASHION ASSIST BY CHRISTINA MIDDLETON; TALENT IS NATALIA COSTA/NEW YORK; MODELS: LOCATION IS GARY'S LOFT



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THE WALL STREET JOURNAL.



STYLE & FASHION

TUNNEL-FIT TITAN
Shai Gilgeous-Alexander arrives at the NBA All-Star Game in February.



which is actually quite hard, especially because all the guys are taller, so they're competing for a lot of the same oversize stuff."

He boasts a level of fashion-brained obsession more often seen in menswear circles than NBA locker rooms. "It's obvious that he really loves fashion," said Leah Faye Cooper, Vogue's digital style director. "He's not afraid of taking risks."

Gilgeous-Alexander has said that he makes sure to steam his outfits after unpacking during road trips. And unlike many pro hoopers, he typically declines to tag specific brands in the outfit photos he posts to Instagram—presumably preferring to keep their provenance a secret from would-be copycats. Not that anyone could pull the looks off with the same panache, Cooper pointed out: "The types of pieces that he's wearing, like fur coats, huge designer bags and jewelry, a lot of times it looks like the clothes are wearing you. But he's really wearing them." Gilgeous-Alexander declined to comment.

While it's become de rigeur for NBA players to hit the European runway shows during their offseason each June, SGA has taken that to another level: He walked the

'With fur coats and huge bags...a lot of times it looks like the clothes are wearing you. But he's really wearing them.'

The NBA's Fashion MVP

Few players in NBA history have matched on-court performance with pregame fashion sense quite like Shai Gilgeous-Alexander of the Oklahoma City Thunder

By SAM SCHUBE

ON SUNDAY evening, Shai Gilgeous-Alexander arrived at the Paycom Center in Oklahoma's capital for Game 2 of the NBA Finals between his team, the Oklahoma City Thunder, and the Indiana Pacers looking not quite like anyone else in the league. The Thunder point guard, 26, wore a tee emblazoned with a photo of John Lennon, a striped button-down shirt and a pair of baby-blue jeans. His pants pooled around a pair of sneakers in the same hue: the Converse Shai 001, his first signature sneaker and one he played a significant role in designing. A tangle of necklaces and a pair of skinny sunglasses—with blue lenses, naturally—completed the outfit.

A few hours later, Gilgeous-Alexander led his squad to victory, racking up 34 points and lending further credence to Deion Sanders's famous motto: "If you look good, you play good."

Indeed, few players in NBA history have matched on-court performance with pregame fashion sense quite like Gilgeous-Alexander, also known as SGA. Since entering the league with the Los Angeles Clippers in 2018, he's rapidly climbed the league's ladder of stars—this year leading the Thunder to the brink of a championship

and earning his first Most Valuable Player Award. In a league increasingly populated by the fashion-conscious, and occasionally by the truly obsessed, Gilgeous-Alexander stands out as a true connoisseur. He's the league's MVP—and maybe its most valuable shopper, too.

"He is like our Tom Brady, our Michael Jordan," said Ian Pierno, who runs Slam magazine's outfit-tracking Instagram account, @LeagueFits, referring to the broader community of fashion-focused sports fans. "At this point, he's kind of the unheralded GOAT"—slang for greatest of all time—"of sports fashion in general."

For years now, NBA stars have been engaged in a parallel competition to outdress each other off the court. After the league instituted a much-criticized dress code in 2005, players took what seemed like a set of limitations—outfits were to be business casual, no throwback jerseys or durags allowed—and used it as a creative springboard. The stars of the 2010s took things even further: In 2018, LeBron James outfitted his entire Cleveland Cavaliers squad in Thom Browne suits during one playoff run. Dwyane Wade was a pioneer in carrying a tiny handbag. Carmelo Anthony amassed a staggering collection of hats.

This all culminated in the rise of the so-called tunnel fit: Televi-



Gilgeous-Alexander wearing the sneakers he designed with Converse

sion broadcasts began capturing the outfits players wore while entering the arena, and players in turn upped the ante. Some, including Kyle Kuzma, seemed to dress with virality in mind. How else to explain his enormous, bubblegum-pink Raf Simons sweater?

Gilgeous-Alexander, meanwhile, has plotted a more deliberate path in his seven-year career. Where many of his peers wear the latest and greatest logo-fied designer

gear, SGA sticks to a handful of favored items and silhouettes: straight-leg denim, washed-out hoodies, beaten-up plaid shirts, puffy vests and jackets in the winter. He'll veer from that formula on occasion, and to great effect: an all-leather look here, a Canadian tuxedo (complete with necktie!) there.

"He is insanely, insanely consistent," Pierno said. "It's kind of a copycat league, and he wears pieces that nobody else has ever worn—

runway during Thom Browne's Spring-Summer 2023 fashion show, rocking a stomach-revealing sheer shirt and carrying a dog-shaped handbag. He wore the brand to the 2023 Met Gala, too.

In recent years, he's begun working with more mainstream partners. In 2023, Gilgeous-Alexander modeled for Kim Kardashian's Skims line. He signed a deal with Converse in 2020, and last year began working with the company in the formal role of creative director of Converse Basketball. It wasn't just a vanity title: Gilgeous-Alexander contributed sketches for his signature shoe and logo that informed the ultimate designs of both, Converse chief marketing officer Rodney Rambo explained. "Shai knows his stuff," he said.

Since debuting the shoe during All-Star Weekend in February, Gilgeous-Alexander has worn the Shai 001 in the tunnel before nearly all of his games—a rarity in a league where most shoes are too packed with performance-minded technology to look good with jeans and a hoodie. "He always had the desire to create a performance shoe that can be worn both on and off the court," Rambo said.

In the debate-heavy world of sports media, Gilgeous-Alexander's on-court performances are subject to all manner of argument: A close loss in Game 1 prompted an outpouring of takes about his ball-dominant approach. But no matter what happens in the Finals, his reputation as a smart dresser isn't up for debate. "He's that one guy that we can post and 100% of the people are like, 'This is amazing,' which is rare in fashion and it's rare in sports," Pierno said. "He's, like, 1A, 1B and 1C."

Swim Trunks: They Do Make 'Em Like They Used To

Men's swimwear is immersed in nostalgia, with slim, trim trunks seasoned with tidy snap buttons



BUTCH CASSIDY AND THE LITTLE SHORTS Paul Newman and Robert Redford play ping pong during a break in filming 'Butch Cassidy and the Sundance Kid,' in 1968. Both wear shorts resembling today's on-trend trunks.

TODAY'S suavest swim trunks appear to have backstroked into stores from the 1960s. With a narrow, mid-thigh, midcentury cut, these throwbacks are as neat as the whiskey sipped by Don Draper. Most boast discreet snap buttons and adjustable side tabs (much tidier than drawstrings). Lean stripes often race down sides. Most important: Unlike baggy boardies, these debonair little shorts do not say "Hang ten" but rather "Hang on while I order a Chardonnay and some Kalamatas." —Jamie Waters

MAKING A SPLASH (AGAIN) / ELEGANT STANDOUTS WITH A RETRO FEEL

- Zara Structured Mid-Length Swimsuit, \$40
- Brunello Cucinelli Nylon Swim Shorts, \$780
- Dandy Del Mar The Mallorca Swim-Walk Short, \$719
- Buck Mason Newport Nylon Swim Short, \$148



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DESIGN & DECORATING

Fancy a Pint By the Pool?

A husband and his interior-designer wife lock horns over the future of their pool house. He wants to recreate an English pub. She doesn't drink beer.

By CHARLES CURKIN

I'M SURE I was baptized in pilsner." So explains Patrick Cool of his thirst to recreate an English pub beside the pool his family was adding to their Montreal yard.

The veteran of the Canadian beverage industry is married, however, to Mélanie Cherrier, founder of Blanc Marine Intérieurs, a Montreal firm known for classic and tastefully contemporary design. And when Cool showed Cherrier a Pinterest photo in which someone had turned a work shed into a pub, she balked. "It was tacky," she recalls. Dart boards, neon signs and plastic lobsters overloaded the shack. "It was chaotic and kitschy, with no architectural grounding or story," said Cherrier, who added, "I have my standards."

The couple argued. "He's the hardest client I ever had," said Cherrier. "He wanted everything to be black. I didn't want Dracula's lair at my house." At one point she told Cool, "I'm not going to design it." But when it became clear that he would need her organizational skills and design expertise to bring the vision to life, she eventually agreed to take it on.

Cherrier, who has never set foot

in a London saloon, spent hours researching legendary English pubs and worked to capture "one of those that's been standing for over a hundred years without ever being gutted, where the interiors have soaked up decades of laughter, smoke and stories."

The designer, whose professional work does frequently include a dose of black, finished the tongue-and-groove wainscoting in the little building with an opaque, inky stain. The treatment gave the wood a rich, uniform look but al-

'He's the hardest client I ever had,' said the design pro of her husband. At one point she said, "I'm not going to design it."

lowed the texture to show through. For a subtle contrast, Cherrier coated walls and ceiling with a creamy Venetian plaster to mimic the patina of old nicotine-tinged surfaces. "Darkness is fine, but you need contrast with something light," she said.

Cherrier designed the inset-panel bar herself and had a local



BREW D'ÉTAT Patrick Cool got his pub, but wife Mélanie Cherrier got her way: 'Nothing is overdone or too literal.'



The banquette's benches are rechristened oak church pews.

woodworker build it out of red oak. The acanthus-leaf brackets, or corbels, nail the neoclassical style and lend a historic note. Cool sourced the bentwood stools on Facebook Marketplace. They came from another pub that was closing. "It was nice to give the bar stools a second life," he said. Today two draft lines and taps from a defunct Vancouver bar serve up Cool's favorite local ale and a rotation of artisanal brews. An undercounter fridge chills Cherrier's white wine.

Also salvaged and adding to the room's ambience: a pedestal table, also from Facebook Marketplace, and the benches that form its surrounding banquette. The seats are repurposed pews from the now-defunct church that Cool's father attended. It's a fitting choice, according to Cool, whose attachment to beer is borderline spiritual.

Aged brass and ribbed-glass light fixtures contribute to the "warm, hazy feel" that Cherrier was going for, and the checkerboard tile floor adds a classic touch "without feeling too fancy," she said. That said, the floor is, in fact, rather sophisticated, even beyond its integrated heating. An installer cut standard 12-inch-squared pieces of tile into the custom pattern Cherrier designed.



Pub, pool, patio and landscaping ran about \$91,000.

"It was a labor of love, but so worth it," she said.

Mementos, photos and brewery signs hew mostly to a palette of brown, white and black. (See the collection built around the Gordon's London Dry Gin ad, at top). Cherrier further linked prints and photos with vintage-style frames. "I made sure everything felt cohesive in terms of texture and color," she said.

The real coup of the gallery wall: the television hidden in plain

sight. "She didn't want to have a giant TV that would destroy the atmosphere," Cool said. Cherrier tucked the black rectangle among the ballplayers and liquor ads, where it disappears against the ebony wainscoting (shown above).

The building, too, is camouflaged, its board-and-batten siding blending with the matte-black fence behind it, except for the vintage french doors that were treated in a natural finish.

Herringbone concrete pavers surround the 12-foot-by-26-foot pool. "We chose a medium gray that reminds me of old European street-paving stones," said Cherrier.

With the patio, pool and landscaping costing about 125,000 Canadian dollars, or about \$91,000, the pub was immediately open for business in 2022. The couple's three children, aged 14, 19 and 23, use it constantly, especially their middle son, who likes to host friends there. "It's become the hangout spot," said Cherrier.

Indeed. "People think I have an alcohol problem because I'm always in my pub," Cool said. "In the morning, when people are still sleeping, I go to my pub and start my workday from there."

With the warm weather, he adds, he leaves the doors open to hear the birds.

PRO SHOP / IF YOU KNOW, YOU GO

The Royal Treatment

This eclectic London boutique is a design destination for the 'landed gentry' look

BORED STIFF with "tasteful" neutrals? Get thee to Pentreath & Hall, the London emporium helmed by architect-decorator Ben Pentreath and his longtime friend, artist Bridie Hall. In the last decade and a half, Pentreath has emerged as a master of layered British interiors that cheekily blend tradition and eccentricity—amassing a devoted following that includes multiple generations of the royal family, and redefining modern English

style along the way. Behind the glossy door of the Bloomsbury boutique (and online) shoppers encounter a stylish smorgasbord reflecting the duo's array of interests, from patterned papers inspired by the marble floors of St. Mark's Basilica to classical column table lamps crowned with silk shades. In 17 years of shop-keeping, Pentreath says his goal has remained the same: to create "a sense of familiarity, as well as surprise."

POSH PICKS / EMBRACE YOUR INNER BRIT



Falling Cubes Cushion in Blue, about \$153

Alphabet Brush Pot, about \$51



FIT FOR A KING Pentreath's signature style blends tradition and aristocratic eccentricity.

Who shops there

While Pentreath designed both the Kensington Palace apartment and a 10-bedroom Georgian mansion for William and Catherine, the Prince and Princess of Wales, it's unlikely they pop in. Among the non-regal fans of the shop's wares are rocker Lily Allen, who has name-checked their Alphabet Brush Pots (see far left) and model Alexa Chung who recommends their column candlesticks and dinner candles.

What you'll spend

From antiquities such as an early 19th century ceramic foot bath (about \$1,830) to a perfectly austere high-shouldered vase (about \$159) and cheeky souvenir tea towels (about \$13), there is something for every budget and whim. As Pentreath likes to say: "It's all here."

What not to miss

The ABCs are fundamental here. The Alphabet Brush Pots, cheery and comparatively cheap, have become a particular signature. Indeed, in 2018, when the duo released their first book, a compendium of motley design inspirations called "The Pentreath and Hall Alphabet Book," it was organized according to letter.

—Fiorella Valdesolo

EATING & DRINKING

By CHARLOTTE DRUCKMAN

A FEW years ago, when “*The Red Boat Fish Sauce Cookbook*” landed on my desk, I wasn’t expecting much more than an ad for a condiment. But here was a cookbook that told the story of Cuong Pham, an immigrant from Vietnam in Northern California, and the company he founded, inspired by the flavors of his mother’s cooking. The recipes were as personal and considered as the narrative.

This influential title made me look at branded cookbooks with new eyes. And this genre has since become one to take seriously.

The Human Touch

“Brands today aren’t faceless, they’re personal,” said Jing Gao, creator of the condiment brand Fly by Jing and author of “*The Book of Sichuan Chili Crisp*,” published in 2023. “A product alone doesn’t tell the full story, but a cookbook can. It gives people context. It invites them into your world.”

Her literary agent, Michele Crim, put her finger on the difference between cookbooks like Gao’s and Phan’s, which she also sold, and older ones from the likes of Hershey’s and Kraft: An identifiable human voice drives both the books and the brands.

Another client of Crim’s, Becca Millstein, co-founded the cult-tinned-fish company Fishwife and co-authored, with chef Vilda Gonzalez, “*The Fishwife Cookbook*,” published in February. “What I wanted the cookbook to be is what I wanted



WHAT'S IN A NAME These food-brand cookbooks do more than merely promote products.

ISA ZAPATA FOR WSJ, PROP. STYLING BY JACQUELINE DRAPER

Beyond the Back-of-Box Recipe

In these new cookbooks from food brands, the promotion is subtle and the viewpoint is surprisingly personal

‘A product alone doesn’t tell the full story, but a cookbook can. It gives people context. It invites them into your world.’

the company to be: easy, fast, simple, approachable, delightful fun,” Millstein said. Although many recipes feature Fishwife products, others call for tinned fishes Fishwife doesn’t sell and even recommend other brands that do sell them.

Published last year, “*Spirit in a Bottle*,” from Tito’s Handmade Vodka, leans harder into the branding. No author is credited, just the company itself. Many drinks have a proprietary title—like the rosemary-infused Tito’s Garden Party or the travel-friendly screwdriver variation, Tito’s Take Flight. But the creative recipes could easily inspire at-home mixologists to use another vodka they happen to have on hand.

At the other end of the

art of entertaining more than individual products, offering menus with accompanying recipes.

A New Perspective

Before starting Fly by Jing, Gao ran an underground supper club in Shanghai, where she cooked her version of what she calls “Sichuan soul food,” and most of the recipes in her book were created for those dinners.

“My goal has always been to shift cultural perception through taste,” Gao said. “[The book is] not meant to feel like an ad. Instead, it evokes a feeling, a sense of place, a personal connection.” A clear departure from her brand’s punchy packaging in bright, saturated colors, the book’s art direction, which won a James Beard Media

spectrum, Katherine Lewin’s “*Big Night*” doesn’t sell specific products in an obvious way. Its namesake business is a New York City specialty grocer and tabletop store centered around hosting dinner parties. Similarly, “*Dinner at Our Place*,” from Shiza Shahid of the cookware company Our Place, promotes

Award, relies on warm neutrals and textured natural materials that let the food draw the camera’s eye. Rachel Simons, the Australian co-founder of Seed + Mill, a New York-based maker of tahini and halva, takes a similar tack in “*Sesame*,” though she doesn’t root the book in her own culture or any one other. “It’s a mirror of sesame itself, starting in the Middle East and traveling all over the world,” she said.

Food for Thought

When it comes out next year, Sana Javeri Kadri’s cookbook will examine the significance of migration and colonialism on cuisine, as one might expect from the founder and CEO of a spice company called Diaspora Co.

Kadri spent three months traveling across South Asia to visit the homes of dozens of farmers that produce Diaspora’s spices, from Jodhana cumin and Kashmiri saffron to black pepper from Kerala. “When you think of pepper, you think of French steak au poivre or Italian cacio e pepe,” she said. “But it’s also South Asian food. We came up with that.”

Developed and tested with co-author Asha Loupy, the recipes are “rooted in the places they’re grown in.” Like Gao’s and Simons’s, this book’s palette is markedly



Sardine and Marinated Zucchini Sandwich from ‘*The Fishwife Cookbook*’

different from her brand’s, pulling its hues from the landscapes it depicts.

Kadri cites the cookbook from the London-based Dishoom restaurants as a touchstone. “I know people all over the world who have never been [to the restaurant] and rely on it,” she said.

Sarah Kwak, senior editor at Harvest, a HarperCollins imprint, worked on the Red Boat Fish Sauce, Fishwife and Our Place cookbooks, and is currently editing the forthcoming book from Kadri

(who Crim also represents). Asked what today’s brands offer cookbook publishers that restaurants or individual food professionals don’t, she replied, “It’s more that brands can sometimes offer what individual authors and restaurants do. Great recipes, of course—but perhaps a story, a point of view, technique, heritage.”

► Find recipes from “*The Fishwife Cookbook*” and “*The Book of Sichuan Chili Crisp*” at [WSJ.com/Eating](https://www.wsj.com/eating).

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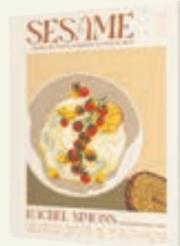
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**Brown Butter, Sage & Halva Sundae**

Total Time 15 minutes
Serves 4

3 tablespoons salted butter
6-8 sage leaves
4 scoops high-quality vanilla ice cream
4 ounces halva, crumbled

1. In a small saucepan over medium heat, melt butter. When butter starts to foam, add sage leaves and cook, allowing sage to crisp and butter to turn a deep golden brown, 2-3 minutes. Watch carefully to avoid burning. Set aside to let butter cool slightly. If browning butter and sage in advance, when ready to serve, reheat mixture until



This recipe from Seed + Mill finds a creative use for halva.

it has a pourable consistency. 2. Divide ice cream among 4 serving bowls. Sprinkle with crumbled halva and top each sundae with a tablespoon of sage-infused brown butter.

Serve immediately.
—Adapted from “*Sesame: Global Recipes + Stories of an Ancient Seed*” by Rachel Simons (Ten Speed Press)

EATING & DRINKING



MARGARITA CASTANO

ON WINE / LETTIE TEAGUE



Exploring New Wine Territory, The Right Guidance Is Key

WHAT KIND of wine drinker are you? Some regularly search for an unknown and obscure wine; others prefer drinking the tried and true. I'm both kinds, depending on my mood and the situation. Sometimes I'll throw caution—and cash—to the wind and buy a bottle I know nothing about. Then again, on occasions when I can't risk disappointment (a dinner party, a gift), I'll fall back on old favorites.

Curious about how intrepid other drinkers might be, I talked to some wine pros about how they encourage customers to venture outside their vinous comfort zones. Their respective methodologies were remarkably similar.

Certain Rules Apply

When it comes to buying unknown wines, I have two key parameters: I'll rarely spend more than \$30 a bottle (and often much less), and I will never buy more than two bottles of a wine I don't know. I overrode that second criterion recently—to my regret. I purchased a case of a certain rosé from California that I hadn't tasted in years, figuring it would be just as good as it had been long ago. It was not.

I'm always happy to take a recommendation from a retailer or sommelier, and my overall rate of satisfaction in such cases has been good: more than 50%. Furthermore, it's been fun to turn some new discoveries—Torrette from Valle d'Aosta, Italy, for example—into regular buys.

Wine lovers I know, ranging from casual imbibers to knowledgeable oenophiles, have their own parameters when it comes to experimenting. My husband, Roger, would never buy an unknown Greek wine: Their grape names are too perplexing, he says. My chef friend Mario, a native of Calabria, Italy, draws the line at wines from California: They don't go with Italian food, he contends.

My friend Neil is much more adventurous than the others. He will happily try anything from grand cru Burgundy to an inexpensive Albariño with equal pleasure. Sometimes his experiments are a great success—like the time he tried Kerner, the aromatic white from Alto Adige, on the advice of an American sommelier he met in Italy. He sought out the wine as soon as he got home and has been a fan ever since.

A Matter of Trust

Of course, not all Neil's experiments end as happily as his discovery of Kerner. Neil's most memorable dud also involved a rosé bought in quantity, though in his case the wine was from Hungary. Neil made the purchase on the advice of a well-known New York wine merchant who had "never" steered him wrong. The merchant had even labeled the producer "The King of Rosé," which sealed the deal: Neil bought three cases of the wine without tasting it first. Big mistake. "It was more like a herbal light red. Not at all what I was expecting," he said. Though it took some time to work through those 36 bottles, he still has faith in the store.

Nearly all the wine professionals I contacted agreed that customers might be willing to take a chance on a wine if they trust the merchant or sommelier making the recommendation, but that willingness has its limits—often geographical. If a sommelier is nudging a diner toward a different wine region, it helps if it's somewhat well-known.

With a little guidance, a California wine lover might be willing to be persuaded to try a wine

from Burgundy or Bordeaux, said wine director Anthony Taylor of Cru Uncorked in Moreland Hills, Ohio. In the case of customers who are particularly articulate about their preferred sort of wine and confident in their preferences, Taylor might feel safe recommending a more-obscure region or grape, as long as it aligns with those preferences.

Alec Schingel, chef, owner and wine director of Robin Restaurant in St. Louis, doesn't go too far afield with recommendations to customers. He also tends to focus on value. Schingel said he might suggest "Pinot Noir from a great producer in Irancy rather than Chambolle or Volnay." The first is a lesser-known and reliably more-affordable appellation; the latter two, pricier Burgundy precincts. "I think the value is great, and it introduces people to something new but still relatively safe," Schingel explained.

Similarly, at Beaupierre Wines & Spirits in Manhattan, sommelier and restaurateur-turned-retailer Yannick Benjamin and his wife and co-owner, Heidi Turzyn Benjamin, suggest unfamiliar wines that aren't a great stretch geographi-

cally from those customers already know. They might prompt a white Burgundy drinker to try a wine made from Savagnin, a white grape of Jura, just east of Burgundy. "I speak passionately about the magic of the Jura, having visited multiple times," Benjamin said.

An Experiment

While most of the professionals I contacted acknowledged the challenge of getting customers to try something truly unknown, Jeremy Block, proprietor of Some Good Wine in Manhattan's Greenwich Village, said he has no trouble suggesting wines from places lesser-known as wine regions, such as the Canary Islands of Spain. Block credits his location near New York University: "We happen to be in the 10003 zip code with loads of NYU people and young people with lots of money, so getting [them] to try new things is very easy."

According to Harris Polakoff, owner of Pogo's Wine & Spirits in Dallas, his customers are willing to experiment only up to a point. "We try and find what they normally like to drink and stay in that

I asked two New York retailers I trust for something totally unexpected—as long as the wine was under \$35.

realm," he said. For a drinker of Sancerre, the Loire Valley white made from the Sauvignon Blanc grape, he might recommend a Sauvignon Blanc from California.

It makes sense to me that wine pros only encourage small steps outside their customers' comfort zone. Their rate of success is likely to be higher that way. But I couldn't help wondering what would happen if they chose something completely obscure.

I decided to put myself forward as a test case and asked two New York retailers I trust for something totally unexpected—as long as the wine was under \$35 a bottle. I also asked them to limit their recommendations to white wines, just to narrow the field of potential candidates.

One retailer's choice was terrific. The 2023 Bodegas Los Bermejios Digo Seco (\$29), from the Canary Islands, was a delight. I'd be happy to buy this mineral, citrusy, spicy, dry white with notes of herb again. But I'd take pains to avoid the other recommended wine, the 2024 Diamantis Magoutes Vinyard Sitatista Vieilles Vignes Blanc (\$25) from Greece. A white wine made from the native red Xinomavro grape, it was grippy, even rather tannic—intriguing on the first sip, exhausting by the third.

Although my experiment was not an unqualified success, I was happy to have tried both the wines and happy I hadn't spent too much money. I'd trust both retailers to propose future obscurities, though I might specify that the white wine should be made from a white grape.

► Email Lettie at wine@wsj.com

POWER TOOL

Move Over, Mister Softee

At last we can DIY soft serve. With a hack or two, it can even be easy.

MAKING SOFT SERVE at home hasn't, historically, worked out so well. Most countertop appliances are designed for hard ice cream. If you go Luddite and leave a carton of ice cream out to thaw just so, it easily ends up somewhere between a milkshake and soup.

So, when appliance maker Ninja released the Ninja Swirl by CREAMi Soft Serve & Ice Cream Machine (\$350) earlier this year, I was—cautiously—hopeful. Would the quality of the soft serve make it worth laying out the money and the counter space?

How It Works

First, you mix the base—largely milk, cream and sugar—in the provided pint container. (The Swirl comes with recipes.) Then you freeze it for 24 hours. The next day, you load the con-

tainer into the machine, choose the soft-serve setting, and wait 4-5 minutes as a metal shaft with a toothy blade moves through the frozen base.

Next, move the pint container to the Swirl's top left corner and ready a cone or cup. Hold the lever down for about 10 seconds, and a piston pushes the ice cream through a star-shaped silicone tip similar to the kind that pipes frosting onto a cake. The ribbon of soft serve meanders down slowly, tantalizingly.

The Results

The ice cream will definitely be soft, but it can also be icy. My freezer was already set to zero degrees, but I learned that carving out a spot in the very back

chilled the base faster, reduced the iciness and delivered a mouthfeel closer to commercial soft serve.

I also found that the base works better with eggs, and experts back me up on this. "I add eggs when I make soft serve at home," said Kimberly Bukowski, a dairy foods extension specialist at Cornell University and former ice-cream-shop owner. "Eggs are a natural emulsifier, so you can use yolks without necessarily having to use any stabilizers."

Adding a couple yolks did make for a richer consistency. You have to cook them first—for food safety and thickening—in a saucepan, to about 170 degrees. Ninja includes egg-based frozen-custard recipes in

the book that comes with the Swirl. But this bit of fuss lengthened an already 24-hour-long endeavor.

The easier route: Use store-bought hard ice cream as your base. Commercial ice creams have stabilizers to ward off iciness and come in flavors and colors tricky to replicate in your kitchen. (I happen to love an artificially green mint chip.)

The Verdict

The machine is loud enough to make your kitchen sound like a wood shop. And it's big, with a 12-by-10-inch footprint. But it's also a twofer, since it churns scoopable ice cream too.

Most important, while the ribbon it produces isn't quite as fat as what you get at Mister Softee, it comes close. Turns out, it is pretty exciting to make soft serve at home. —*Sal Vaglica*



CONE ARTIST Go scream about the Ninja Swirl by CREAMi (\$350).

ADVENTURE & TRAVEL



GOING UP A view of Dubuque from the top of the Fenelon Place Elevator, which climbs up one of the bluffs in the city.

It's About Time You Took a Look at Dubuque

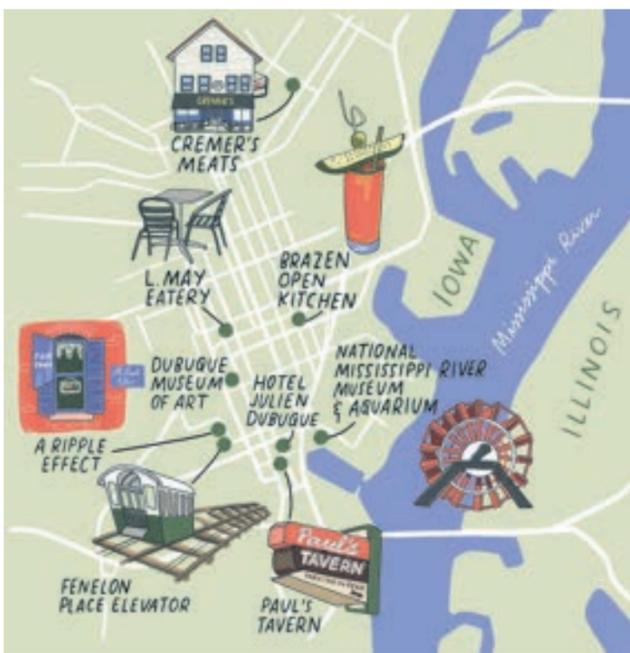
Continued from page D1

Brad Cavanagh, Dubuque's mayor, at A Ripple Effect, a store he owns with his wife that sells fair-trade coffee, chocolate and gifts.

2:30 p.m. Grab a souvenir at A Ripple Effect, which sells fair-trade treats, watercolors of local landmarks and woodwork by co-owner Jennifer Cavanagh. If you're lucky you might even meet the other co-owner, Dubuque mayor Brad Cavanagh, who is known to work occasional shifts at the shop.

3:30 p.m. Dubuque's street art scene shines, thanks in part to Voices Productions, an art gallery and grassroots organization that has commissioned 45 different murals. Across Downtown and the Millwork District you'll find vibrant pieces that protest book bans, depict early settler

Dinner starts early in Dubuque and options abound for Midwestern staples like fried cheese curds and meatloaf.



Julien Dubuque and portray the river fish of the Mississippi. Download a map of the murals at the Voices website.

6:30 p.m. Dinner starts early in Dubuque and options abound for Midwestern staples like fried cheese curds, meatloaf and catfish, but plenty of new restaurants also traffic in escargot, nachos and pad thai. At Pepper Sprout, chef Kim Wolff oversees a seasonally rotating menu that might include dishes like venison tenderloin doused in a blueberry, caramelized onion demi-glaze and Cajun-accented mac 'n' cheese topped with smoked Gouda from Wisconsin, just across the river.

8:30 p.m. Grab a nightcap nearby at Smokestack, run by Susan Price and Scott Cornwell, a couple who fell hard for Dubuque when they stopped by on a road trip in 2013. A few weeks later, they packed up their home in Brooklyn and bought this former warehouse. Sip a Manhattan or a can of Grain Belt beer on the roof deck and then check out one of the regular concerts, salsa nights and drag shows that take place downstairs.

DAY 2 | SUNDAY
9 a.m. Start the day in the North End neighborhood at Convivium Urban Farmstead, a nonprofit that teaches classes about cooking and farming, and grows vegetables in

the lot next door. The cafe, a bright, colorful space open for breakfast and lunch, serves eggs with bright orange yolks and sweet-potato pancakes on long wooden communal tables. All proceeds go into the community via free food programs.

12:15 p.m. Thankfully, you can still find vestiges of old-school Dubuque among all the new builds. At Paul's Tavern, a dive bar from 1948, erstwhile owner Paul's hunting trophies hang from the walls. Order a "scoop" of beer, served in a goblet the size of a softball. Even the prices are a throwback to 1980s Dubuque: The cheeseburger, the best in town according to many, will run you \$4.

1:30 p.m. What the Dubuque Museum of Art lacks in square footage, it makes up for with a permanent collection that includes Winslow Homer, Grant Wood, Arthur Geisert, Edward S. Curtis and Ansel Adams. Come 2027, a new building by Schulhof Rashidi Architects (known for David Geffen Hall at New York's Lincoln Center and Chicago's Obama Presidential Center) will expand the museum's footprint.

7 p.m. You'll find the restaurant L. May on Main Street near a 110-foot clock tower from 1873. Menu highlights include steak bites that come with an espresso-cream dipping sauce, and thin-crust, crispy pizzas with fun toppings: The

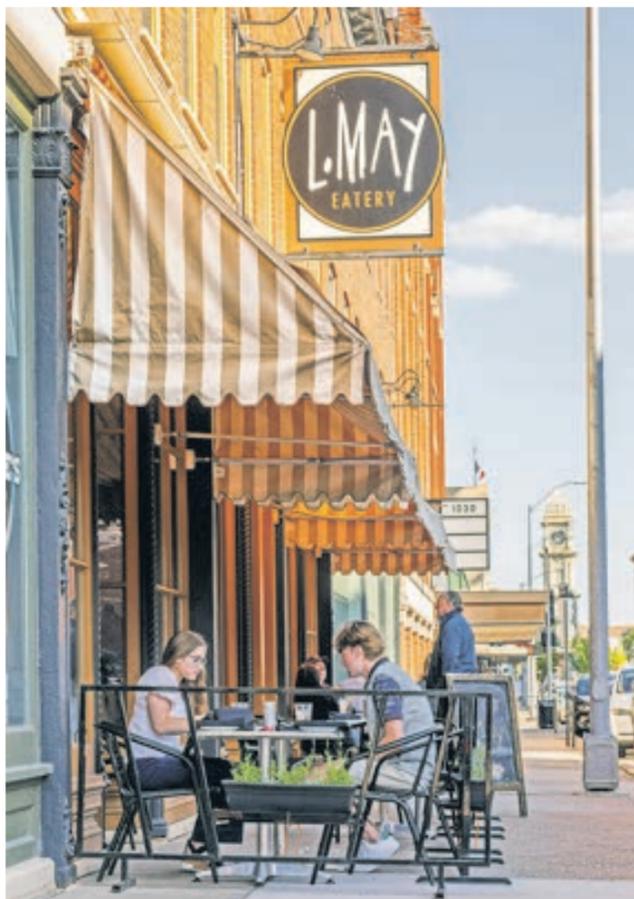
"You're in Dubuque" comes with a tomato sauce base liberally sprinkled with bacon, sausage, mushrooms, red onions, mozzarella and cheddar cheese.

DAY 3 | MONDAY
12 p.m. Head to the Millwork District for a deeper dive into the city's reinvention story. Here, 19th-century warehouses have been reborn as loft apartments, offices, yoga studios and wine bars. After a stroll, plant yourself at 7 Hills Brewing Company, which makes delicious beer and beery snacks like fried cheese curds, fried pickles and fried mac 'n' cheese bites. If you struggle with the paucity of vegetables on some Dubuque menus, fear not: 7 Hills makes bright entree-size salads, too.

2 p.m. The beginning of Dubuque's revitalization coincided with the opening of the National Mississippi River Museum & Aquarium at the port in 2003, which sits next to a newly built convention center along the river. You'll find exhibitions on the city and the river—and any self-respecting kid will love the tanks full of enormous catfish, carp, largemouth bass and playful river otters.

5:30 p.m. Dubuque is still a river town best appreciated from out on the water. American Lady Cruises offers a 90-minute "happy hour" cruise (\$26 per person) from the port on Chaplain Schmitt Island. In addition to unlimited refills of draft beer, 2-for-1 margaritas, and a buffet of fried food, the cruise makes for top-tier bird watching, so keep an eye out for bald eagles, double-crested cormorants and pelicans.

7:30 p.m. Back in the Millwork District, "Top Chef" alum Kevin Scharpf runs the 115-seat Brazen Open Kitchen & Bar. Try the ultra-tender bone-in pork chop, cooked in butter, sous-vide style. Or opt for a pizza; I recommend one particularly delicious concoction topped with mozzarella, Parmesan, and—the secret to the bold flavor—St. Angel triple-cream brie.



From left: L. May Eatery offers Midwestern staples alongside crispy 'Chicago tavern-style' pizza; the dining room at Brazen Open Kitchen.

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GEAR & GADGETS



OPEN PLAN The 296 GTS is the retractable-hardtop version of Ferrari's 296 GTB.

FERRARI

RUMBLE SEAT / DAN NEIL



A Ferrari That Feels Like Being Inside a Formula 1 Video Game

LAST MONTH, while admiring the blurry, roaring scenery of California's high desert in a Ferrari 296 GTS (\$500,538, as tested), I happened to glance at the speedometer. Oh sweet Jesus. I hope that's kilometers per hour.

Dude, get a hold of yourself, I thought. You've got a family, responsibilities. You can't spend the next month just lounging around the pool at the Riverside County jail. And yet there I was, asking for it.

In my defense, I was lured into the life. The 296 GTS—S for Spider, a convertible—

For now, high-net-worth exhibitionists should be grateful that such cars are still street legal.

must have slipped something in my hydration, intending to transport me across state lines for illegal purposes. The pandering starts with its stupendous plug-in hybrid powertrain, consisting of a hard-hitting (653 hp), fast-spinning (8,500 rpm) twin-turbocharged 3.0-liter V6; a ferocious high-torque electric motor; and, between them, what Ferrari calls the Transition Manager Actuator (TMA), a super-clutch blending gas-electric output into an 818-hp smoothie of outrageous fortune, with a fire hose for a straw.

Mounted transversely under the floor at the car's balance point is a high-voltage, 745-KWh battery. Like the similarly heeled McLaren Artura, the 296 GTS manages quite nicely on electricity alone, up to speeds of 84 mph and 15.5 miles nominal range.

While Ferraristas cannot fathom the necessity of such emissions-motivated hybridization, it's an obvious matter of public roads and public interest. The 296 GTS and 296 GTB (for "Berlinetta") are Maranello's series-production mid-engine coupe/convertible offerings, sold by the thousands around the world. Their local emissions are most defi-

nately being counted and taxed accordingly. The GTS's few miles of electric range will allow it to operate in the growing number of city centers with low and no-emission zones.

For now I think high-net-worth exhibitionists should be grateful that such cars are still street legal. If this is what compromise feels like, I'm down with it.

The 296 series does have a reputation for fussiness, owing to its Formula One-inspired human interface. If it pleases the court, the defense would like to enter into evidence our car's leather-stitched, carbon-constructed steering wheel, crowded with paddle shifters; rubbery pressure switches (turn indicators); compass/click-to-select capacitive switches; touchable switchpads for the headlamps and wipers; a small mechanical selector for cruise control; little wheelie deals to adjust cruise control and headlamps; the start/stop button; and two, very different Manettino controls for propulsion and dynamics.

In the lower left quadrant is the e-Manettino selector, with powertrain configurations for Qualifying, Performance, Hybrid and eDrive. To the right is the other, older Manettino selector, a spring-loaded dy-



CONTROL CENTER The cockpit of the 296 GTS is built around a configurable digital interface.

namics selector with settings for snow/ice, wet, comfort, sport, race and ESC-off, disabling stability control. Bear in mind we haven't left the steering wheel yet.

Getting a handle on the 296 GTS requires mastering both the gamepad-like steering wheel and its matrix of control maps. There are nu-

ances. The GTS starts and stays in Hybrid mode until told otherwise; as a result, the GTS doesn't roar to life like older Ferraris. In Hybrid mode, the stop/start cycling remains active, interrupting the V6's chest-beating at intersections. I especially liked trundling around Palm Springs with the top down, in

the whispering eDrive, which allowed me to eavesdrop on the astonished vox pop. Sorry, sir, I'm married.

By the time the car and I reached the hill country, your honor, we'd both had enough fine-grained modulation. Still rolling, I tapped the eDrive into Performance mode and the Manettino into race. Be-

hind me, the resonant tremolo of the turbo-six darkened, deepened and picked up some reverb; the instrument graphics turned red with anger and relevant status indicators updated. The tire-temperature display presented itself for my inspection. Yep, plenty warm.

It was then, your honor, that I went for it.

This was the first moment the GTS sounded happy—not Prozac happy, but really, truly, volumetrically happy, with me peddling between 4,000 and 8,000 rpm, chirping the rear tires through uphill switchbacks then peeling away with the full orchestra playing. Hi-yo, Silver.

Credit the V6's exotic equal-length exhaust manifolds, tuned to elicit the combustion cycle's most sonorous/erotic orders of resonance. According to Ferrari, the keening of the hybrid V6 at redline earned it the nickname "Piccolo V12" from development engineers. Credit, too, the sky-high redline, with fuel cutoff stammering between shifts at 8,500 rpm.

Thus unfettered and unmuted, the 296 GTS will absolutely yank a knot in your ass. The official 0-62 acceleration of 2.9 seconds is mere throat-clearing. Four-point-seven seconds later, the car can be passing through 124 mph amid a storm of bees. Somewhere around 100 mph, you might be able to feel the onset of some negative lift, as the car's active aero systems extract a touch of stabilizing downforce from the wind.

At the pace I was going, the car's semi-active suspension would have been working hard to keep a grip on the scruffy desert roads; it didn't seem so.

At lower speeds, in the twisties, the car's grip is all mechanical, and it's beautiful. Corner to corner, the e-assisted steering response is feather light, pointable and flickable, with steering ramping quickly and off-center, making it easy to stay ahead of a drifting tail. There is no flex, anywhere. Given its weight distribution (41/59, front/ rear) and power, the 296 GTS might have tended to be tail-happy under braking and pendulous on the throttle. It isn't, thanks to some super-fancy g-meters, semi-active suspension, torque vectoring/limited-slip rear differential and by-wire control, all discreetly suppressing over-rotations.

After a few hours, I knew I had to get off the road or there would be consequences. Alas, there is no in-the-line-of-duty exception in my job. Is there?

2025 FERRARI 296 GTS



One of the GTS's flexes is an ability to take the top down in 14 seconds while driving.

Base price \$368,134
Price, as tested \$500,538
Powertrain Hybrid gas-electric twin-turbocharged and direct-injected V6 (120-degree vee); high-torque electric motor; eight-speed dual-clutch automatic; torque-vectoring electrically controlled rear limited-slip differential.
Power/torque 818 hp at 8,000 rpm/546 lb-ft at 6,250 rpm
Length/wheelbase/width/height 179.7/102.4/77.1/46.9 inches
Curb weight 3,550 pounds (est.)
0-62 mph 2.9 seconds
0-124 mph 7.6 seconds
EPA fuel economy 18 mpg, combined, 48 mpg-e
Luggage capacity 7.1 cubic feet



Inspired by the iconic airport flap displays, the Tambour Taiko Spin Time showcases its patented complication paired with a central flying tourbillon. Assembled by hand at La Fabrique du Temps Louis Vuitton in Geneva, Switzerland.

LOUIS VUITTON
LA FABRIQUE DU TEMPS