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Department Seventeen

{ BY RENEE BRINCKS }

Though it's tucked into a tiny storefront far from **San Francisco's** well-traveled Union Square retail district, **DEPARTMENT SEVENTEEN** (shop.dept17.com) has hooked customers worldwide with its hip menswear and handsome accessories. The 250-square-foot Russian Hill boutique draws shoppers and online orders from as far away as Sweden and Australia by offering polished looks with a playful streetwear sensibility. ¶ Now, the three young men behind Department Seventeen have also launched an eponymous line of smartly cut shirts, scarves, neckties and pocket squares made in San Francisco — and, though none of the founders has a formal fashion background, the venture is thriving. Check out the brand's new Western-style chambray button-downs debuting this season (detailed shoulder stitching adds a splash of character), and look your best with fall fashion advice from Department Seventeen co-founder Nelson Jang.



Jang's Fashion Forecast

JACKETS Trade the traditional tailored suit for less-structured jackets and blazers made from earth-tone cotton fabrics.
Apolis Standard Issue Service Blazer, \$198

SCARVES Look polished and block chilly fall breezes with a lightweight patterned scarf.
Department Seventeen Cotton Dungaree Short Scarf, \$40

JEANS "Selvage denim is always in," Jang says, referring to rugged, dark jeans with crisp edges.
Norse Projects Two Jeans, \$180

SHOES "Choose classic shoes but with a colorful twist," suggests Jang. Think round-toe wing tips in blue suede.

