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Our fifth and final guy is **Josh Rosen**, owner of the Soho surf shop Saturdays, 31.

"I don't really dress seasonally. I like tank tops in winter. But today I'm wearing a Dana Lee button down and an Isa Ora down jacket—I wear friends' brands because they understand my lifestyle."

For more photos by Bill Gentle, visit his blog, BackyardBill.com.

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