

Brand inspiration:

- Vintage Wall Street Journal
- Vintage rolex

Elite but cheeky.

ABOUT:

- Hampton: a private community for ~~CEOs and~~ entrepreneurs.
 - **Private group for entrepreneurs** to make more \$, be less lonely, talk about embarrassing but important shit. ***(Identify their blindspots)***
 - **8-10 member group.** Everyone's similar in terms of wants, traction, net worth, that sort of thing. You meet with your group monthly for 2-3 hours. We hire a seasoned coach to lead the group.
 - **Online community access.** Access to hang/network the great Hampton community as well..
 - **Speaker series.** Top-shelf speakers giving private Q+A sessions about REAL shit.
- Customer:
 - Founder of an internet business. Some tech, some not-so techy, but all new and tech savvy.
 - Between 10-300 employees
 - Business is less than 10 years old
 - Located throughout America/Canada
 - 25-45 years old
 - 90% men (but not by choice)
 - Incredibly curious. Tinkerer. Ethical but aggressive. Incredibly ambitious.
- Current site: <https://joinhampton.com/>

Our weekly email:

1. Simple but tight design
2. Conversational language but not sloppy and still professional.
3. (sorry MFM, had to remove the email)

You may get lost, but not in the crowd.



There is still only one car that looks, feels, and performs like a Porsche 911; a Porsche 911. It is the one sportscar that manages to be both timeless and ahead of its time.

Since it was first introduced in 1963, the Porsche 911's basic shape and 6-cylinder engine have remained essentially unchanged.

We tried to build the perfect car for many years. From the first, we knew it was impossible. But we kept trying in spite of that. Or maybe, because of that. And we've come close.

We challenge you to drive a Porsche 911 and then try and put it out of your mind.

The car responds so instantly and accurately that it almost seems a part of the driver. From its 160mph top end speed to its distinctive rear end styling, its pure driving excitement.

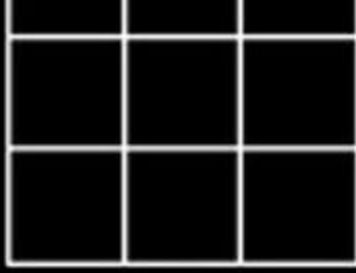
But, of course, it's still not perfect. You might say it's only human.

PORSCHE

Porsche
separates
Le Mans
from
Le Boys.

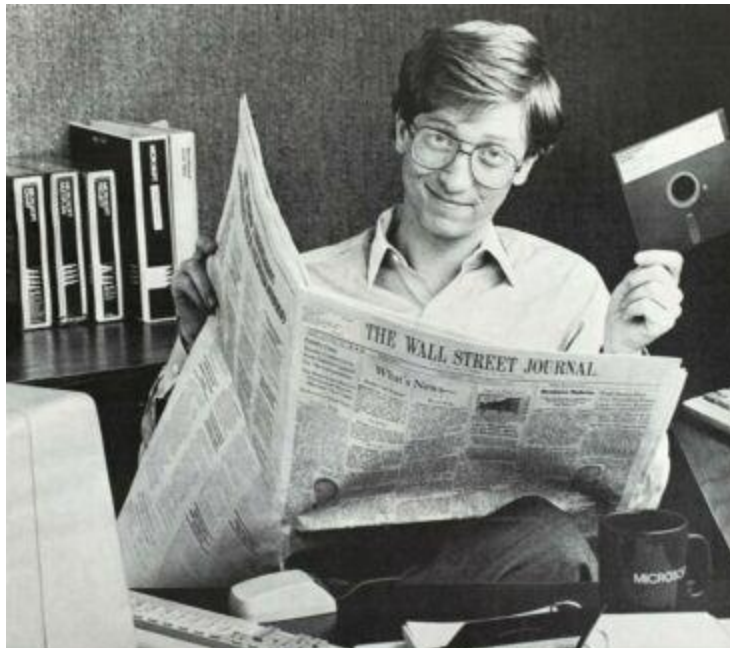
Set La Merve, France

[illegible][illegible]



SOHO HOUSE





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USER FRIENDLY THAN THE WALL STREET JOURNAL."**

WILLIAM H. GATES III, CHAIRMAN, MICROSOFT CORPORATION

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"There's usually good reason to rip apart The Wall Street Journal. But not because I find fault with it. In fact, the opposite is true.

"The Journal is such an important source of business news and editorial commentary that I have the pieces sent to people throughout our organization (in research, marketing, accounting and purchasing) on the chance that they didn't see the piece.

"This way, I'm able to make sure that The Journal's many useful items get where they'll be of most use. Whether it's a story affecting international trade, raw materials availability or commentary on a complex government program, it's important that it be passed along to the right people at 3M. Of course, chances are the right people have already read the item in their own copy of The Wall Street Journal. But with essential information, I never take chances."

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WSJ.

MAGAZINE





Men who guide the destinies of the world wear Rolex watches



WHEREVER historical decisions are made, at top-level conferences, in Cabinet meetings, at strategy discussions, you will find these men. No day passes without some reference to them in newspapers, on radio or television. Their fame is the measure of their importance—to each of us and to the whole world.

We cannot mention their names or picture them. It would not be fitting to do so—for they include royalty, the heads of States,

great service chiefs and statesmen. But when next you see them or their pictures, look at something you might not normally notice—the watch on their wrists. That watch will most likely have been made by Rolex of Geneva.

These men expect reliable service, yet even they are amazed at the efficiency of their Rolex watches. Rolex are proud that they so soon take it for granted.

The Rolex Oyster Perpetual Datejust. Every Datejust is awarded an Official Timing Certificate by a Swiss Institute for Official Timekeeping with the mention "Especially good results." This accuracy is protected from water, dust and humidity and all other hazards by the famous Oyster case. The watch is self-wound by the Perpetual "rotor" mechanism, another Rolex invention, that makes for even greater accuracy. The date is shown on the dial, changing automatically every midnight, and magnified by the "Cyclops" lens for easy reading.



A ROLEX
RED SEAL
CHRONOMETER

The Rolex Oyster Perpetual—culmination of three Rolex triumphs. In 1910 Rolex gained their first Official Timing Certificate for a wrist-chronometer. Now Rolex have produced over 270,000 Officially Certified wrist-chronometers. In 1926 Rolex invented the Oyster watch-case, the first truly waterproof case in the world. In 1931 Rolex invented the first "rotor" self-winding mechanism.

ROLEX

*A landmark in the
history of
Time measurement*

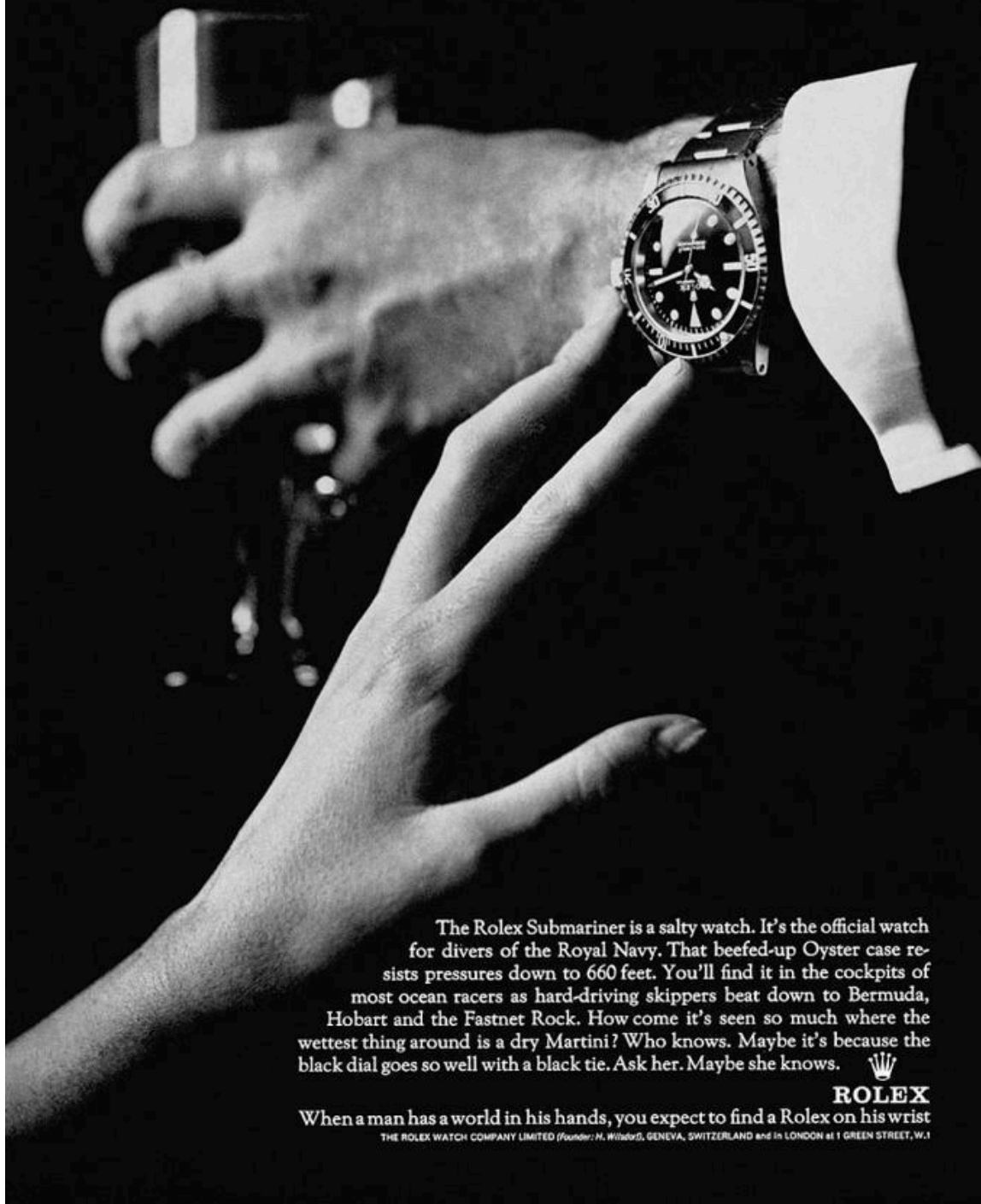


A ROLEX
RED SEAL
CHRONOMETER

THE AMERICAN ROLEX WATCH CORPORATION, 580 FIFTH AVENUE, NEW YORK • THE ROLEX WATCH CO. LTD., VICTORY BUILDING, TORONTO

We invented the Submariner to work perfectly
660 feet under the sea.

It seems to work pretty well at any level.



The Rolex Submariner is a salty watch. It's the official watch for divers of the Royal Navy. That beefed-up Oyster case resists pressures down to 660 feet. You'll find it in the cockpits of most ocean racers as hard-driving skippers beat down to Bermuda, Hobart and the Fastnet Rock. How come it's seen so much where the wettest thing around is a dry Martini? Who knows. Maybe it's because the black dial goes so well with a black tie. Ask her. Maybe she knows.



ROLEX

When a man has a world in his hands, you expect to find a Rolex on his wrist

THE ROLEX WATCH COMPANY LIMITED (founder: H. Wilsdorf), GENEVA, SWITZERLAND and in LONDON at 1 GREEN STREET, W.1

FASHION FOR MEN/SEPTEMBER \$1.25

GQ
GENTLEMEN'S QUARTERLY

**THE ELEGANT
COUNTRY LOOK
EASES IN
NEW EXCITEMENT
IN SWEATERS**

**THE 8 MOST
LUXURIOUS CARS
THE 7 HOTTEST DIETS
AND HOW THEY WORK**





Why Mr. Jackie Stewart wears a Rolex.

Jackie Stewart doesn't just *drive* cars. He knows almost as much about their engines and monocoques as those who design the world-famous Tyrell-Fords he races.

So he fully appreciates the skill and care and patience that go into a piece of fine machinery, large or small.

This puts him in a better position than most of us to understand — and appreciate — the extraordinary craftsmanship that goes into the making of a fine Rolex, the watch he judges to be the finest in the world.

He knows what makes a Rolex so unique.

The Rolex Oyster case: It's carved from a solid block of 18 kt. gold or surgical stainless steel, which makes it seamless — and strong.

The rotor self-winding movement: So accurate that each one is individually certified as a Chronometer.

The patented winding crown: It screws down onto the case to form as firm a seal as the submarine hatch after which it was patterned.

The crystal: Diamond-cut to match its case precisely and fitted in such a way that it actually grips more tightly under pressure (deep underwater, for instance).

Is it any wonder that Jackie Stewart holds Rolex in such high esteem?

Why Mrs. Jackie Stewart wears a Rolex.

Helen Stewart wears a Rolex because her husband gave her one.

It's a Rolex Lady-Datejust. Very feminine. Very elegant. Very correct no matter where Mrs. Stewart wears it, whether cheering for Jackie at the Monte Carlo Grand Prix or quietly enjoying dinner by candlelight.

The simple fact is, the Lady-Datejust is made in exactly the same manner as any other Rolex Oyster.

The rotor self-winding movement is built by the same skilled watchmakers who bring the same dedication and sense of pride to their task no matter what size movement they're making.

The case is a scaled-down version of the man's Rolex — and just as strong. So is the winding crown. And the crystal.

The Lady-Datejust is also subjected to the same exhaustive tests conducted by an official Swiss Institute for Chronometer Tests before earning its chronometer rating, the highest accolade a watch can receive.

The only difference is that it's smaller and more graceful.

What makes a Rolex like this so appropriate today is the fact that it's very much like today's woman: more than just a pretty face. It's very feminine, yes. But very strong, too.

And we take it as the highest sort of compliment when a man like Jackie Stewart picks Rolex as the watch he wants his wife to wear.

Owning one is almost as satisfying as giving one.



ROLEX



Rolex Day-Date (left), Lady-Datejust (right). Both with 18 kt. gold case and matching President bracelet, pressure-proof down to 165 feet. Day-Date available in 18 kt. white gold; Lady-Datejust in steel-and-gold, and steel. Write for free color brochure. Rolex Watch U.S.A. Inc., 580 Fifth Ave., New York, N.Y. 10036. Dept. J1.