

GQ

SOUTH AFRICA

GENTLEMEN'S QUARTERLY

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SEAN PENN

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SEAN PENN PHOTOGRAPHED BY GREG WILLIAMS

SETH ROTHERHAM

Elegantly wasted maverick

LIVING HIS LIFE BY THE MAXIM 'Work is a sideline, live the holiday,' it's no wonder Rotherham looks terminally hungover. Having built an empire on top of a foundation of words, the elegantly wasted maverick is now taking to the airwaves. 'As with 2oceansvibe.com, I'll do what I feel like doing without being restricted by corporate red tape,' he says, while Dave Brubeck's *Greatest Hits* spins in the background. Apart from the vintage vinyl, everything else is high-tech: MacBook Pro, iPhone and iPad competing for space on the table central to the room – a Cape Royale penthouse suite, Rotherham's primary residence. La Muse, a buyer at Woolworths and fashion blogger (popyacollar.co.za), provides him with whatever his sponsors – Puma, Sunglass Hut, Fabiani, Collar and Cuff and Havaianas – don't. Which explains Rotherham's style advice: 'You don't need money to look good.' **CC** – DM

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• **SUIT**

Armani. 'My mum bought it for me in France for my birthday.'

• **SHIRT**

Collar and Cuff. Rotherham has his spread collar shirts made shorter, initialled and detailed with red stitching on the top button. 'If they have your measurements you're laughing.'

• **SUNGLASSES**

Dolce & Gabbana 18ct limited 'Gold Edition' housed in a black leather and velvet jewellery box, complete with secret compartments. 'I have about 60 pairs of sunglasses. Thirty pairs of wayfarers alone.'

• **TIE**

Zara. Skinny and black.

• **BELT**

Prada. 'Johnny Vaughan, the morning show DJ from London's biggest radio station (Capital FM), gave it to me.'

• **SHOES**

Seven-year-old black penny loafers by GH Bass.

PHOTOGRAPH BY JUSTIN POLKEY