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## Monday Male

### Purpose Driven

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Written by Tipster Gili

03.05.2007



I get it. The reason why you love Target so much is because it is a one-stop shop for all of life's little necessities. Everything from deodorant to jeans and books are all under one roof.

But do you really want to walk around in those cookie-cutter tees that everyone recognizes as imitation designs? At **All Purpose**, Los Angeles' "design apothecary" for men, you will find a more attractive slew of high-end menswear, accessories, art and grooming products. Owners Alessandro Tomassetti and Alon Rosenfeld opened up this shop just off of West 3rd St. because they could not find another men's store quite worthy enough of Tomassetti's own menswear collection, Filius.

The Filius spring collection named "Whiplash" is full of James Dean-inspired shirts, vests and trousers in pinks, reds, greys and blacks. All Purpose houses other top brands like the Canadian men's skincare line 4VOO and Justin Giunta's Subversive jewelry. I also love that Alessandro and Alon carry exclusive denim designs from Echo Park label Work Custom Jeans.

There's no reason to drive around town for all of your needs. There is a reason why All Purpose is your new stop.

All Purpose is located 144 S. Flores St. Los Angeles, CA 90048 [www.ShopAllPurpose.com](http://www.ShopAllPurpose.com)

## Daily Tips

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