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**THE PEOPLE, PLACES, AND TRENDS YOU NEED TO KNOW ABOUT, NOW**

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**STUFF**  
MAGAZINE

# HOT 100

# HOT 100 STUFF

MAGAZINE

## If there's one thing Bostonians are learning from the record-setting temperatures this sweltering summer

(besides the mantra "Don't forget the deodorant!"), it's that there's more than one way to beat the heat. Some of us are stripping down in front of air-conditioning vents; others are sitting nose to blade with whirring desk fans. Perhaps you're filling your morning coffee with enough ice to sink the *Titanic*, or sleeping spread-eagle on top of the covers. Maybe you haven't even been able to read this far without rolling up the issue into a makeshift fan, creating a little air circulation on a stifling T ride. (If that's the case, knock it off! We worked hard on this!)

But over the next few pages, the *STUFF* team suggests a different approach. Instead of trying to escape the heat, take this Hot 100 issue and revel in it. We found the people, places, trends, and ideas that have passions burning around Boston, from brand-new restaurant openings to exciting expansions of beloved favorites, from beauty buzz to fashion trends we're religiously following, and from exciting celebrity sightings to annoying wannabe socialites (sorry, the heat makes us irritable). We've distilled everything worth talking about (and tasting, wearing, watching...) into one feature that takes the temperature of the Hub. All you need to do is sit down somewhere shady, pour a tall cool one, and drink up everything you need to know. It's a scorcher out there, and if these 100 selections are any indication, the heat wave shows no sign of letting up.



## SVEDKA HOT100 STUFF

Svedka Vodka and *STUFF Magazine* teamed up to find out what readers think is BOT or NOT. After a month of voting, the results are in. See who YOU chose for Svedka's People's Choice Awards:

### The Hottest Bar Eastern Standard

A hometown favorite for pre-ball drinking and dining, this modern American bistro will knock anyone's socks off (red or not) with its stellar craft-cocktail program and killer late-night menu.

### The Hottest Restaurant Scampo at the Liberty Hotel

In the restaurant business, a spot that offers great people watching and a pretty room often doesn't deliver equally divine food. Scampo defies the norm, serving modern Italian in an ultra-chic setting.

### The Hottest Club Revolution Rock Bar

Rock and roll and fashion have long had a special love affair, and if they were to wed and procreate, RRB would be their rocker-chic child. Enjoy live music, rockin' DJs, and plenty of eye candy at this downtown rock club.

### The Hottest Hotel Ames

Leave it to the Morgans Hotel Group to bring underground luxury to Boston in a sophisticated way. The new hotel is the epitome of understated cool. Expect hipsters and businessmen intermingling over cocktails at the hotel's urban tavern, Woodward.



in the recent Tom Cruise thriller *Knight and Day*. We're sure the **W Boston** (100 Stuart Street, Boston, 617.261.8700) and **Boston Public Library** courtyard (700 Boylston Street, Boston, 617.536.5400) will look just as good when the Anna Faris comedy *What's Your Number?*, filming this summer, is released next year. This year we've also spotted *The Soup*'s Joel McHale sightseeing around town after a stand-up show at the **Wilbur Theatre** (246 Tremont Street, Boston, 617.248.9700); Rihanna dining at **Strega** (379 Hanover Street, Boston, 617.523.8481) with her boyfriend, LA Dodgers outfielder Matt Kemp; Adam Lambert dancing at Epic Saturdays, the gay club night at **House of Blues** (15 Lansdowne Street, Boston, 888.693.2583); and Justin Timberlake (who happens to be dating former Tufts University student, actress Jessica Biel) accepting Harvard's Hasty Pudding Man of the Year. Then factor in frequent local showings from any member of the famous Wahlberg clan and Cambridge-born Ben Affleck with wife Jennifer Garner. If all the world's a stage, Boston's enjoying its biggest role yet.

### HOT HOW WE LIKE IT

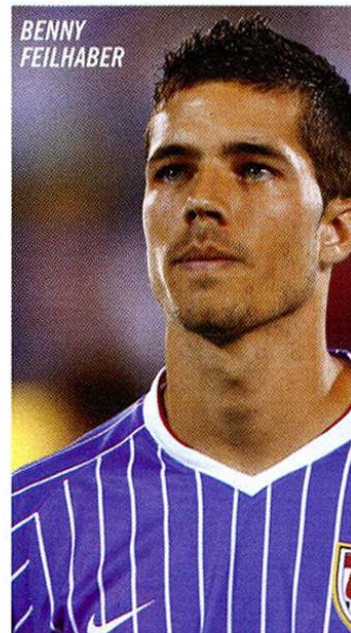
#### Custom Fashion Sites

With all due respect to Burger King, we think the "have it your way" concept shouldn't just apply to Whopper orders. (In fact, if we could have it our way, we'd be trading those gray BK patties for some rare Kobe beef, and maybe a little blue cheese. Just sayin'.) While custom fashion is nothing new, we're loving that those of us who don't have the resources to lift our diamond-covered digits, phone Gaultier, and file a few requests for alterations are suddenly finding many more options for affordable, accessible custom fashion, thanks to local online retailers. They cover us from head to toe ring. There's **Gemvara** (gemvara.com), a site launched earlier this year that lets us mix and match gems, metals, and jewelry designs. Then there are custom shirts (tailored to individual size and style) from Boston-based companies **Blank Label** (blank-label.com) and **9 Tailors** (9tailors.com). And then there's **Open Runway** (openrunway.com), which launches this summer and invites you to "Join the Fashionocracy"

by designing your own shoes (and, hopefully in the future, handbags and clothes) that you can then purchase and share with others. From now on, it's our way on the information superhighway.

### JUST HOT Soccer Studs

Every four years, the World Cup unites nations everywhere in celebration of sportsmanship, feats of human athleticism, the glory of victory — and really, really gorgeous guys running around all sweaty with their shirts off. No, seriously. Even those of us who wouldn't be found dead drinking in Fenway during Sox season (or warming the bleachers during winters at Gillette Stadium) managed to muster up plenty of team spirit to gather around barroom televisions across the city and ogle homegrown hotties (Team USA's Benny Feilhaber), Latin lovers (Portugal's Cristiano Ronaldo, who stars in Emporio Armani's new ad campaign), and — well, you can pretty much just take your pick from any of the other universally gorgeous guys from around the globe. When the LA Galaxy signed long-infamous sex symbol David Beckham back in 2007, it was largely to boost the appeal of soccer (excuse us . . . football) stateside. Well, this year's record-setting American viewership ratings show something worked, though we wonder if the sport's now notorious penchant for attracting eye candy doesn't deserve just as much credit



as the athletics. Only one country could win the cup, but we're happy to help these athletes score off the field anytime.

### HOT PAVEMENT

#### Bike Lanes

New bike lanes should be a cause for celebration for anyone — whether you're a 10-speed daredevil or an aggressive motorist who occasionally collides with bike messengers. Until recently, *Bicycling* magazine regularly labeled Boston as one of the worst cities to cycle in. Now, with 15 added miles of lanes in 2009 and another 20 coming this year, that publication has upgraded the Hub to #26 on its list of America's top 50 bike-friendly cities. It took years of bitching, but Greater Boston's avid population of bike enthusiasts seems to be on course, with one of its most coveted projects — a safe track along Comm Ave — nearing completion. Even sometimes-cyclist Mayor Tom Menino, famous for his car-and-driver SUV, recently declared that, in Boston, "the car is no longer king."

### HOT BUT COLD

#### Frozen Yogurt

Do you remember when your uncle invested his life savings in a ridiculous TCBY franchise? For a few years it lived up to its name — the country's best yogurt — and was certainly the most popular cream-based product in the land, with couples from Queens to Pasadena declaring "We love that place" in unison. But then, along came *Seinfeld* with its "Non-Fat Yogurt" episode, exposing the cheap fad for what it was and melting the thrill along with all your uncle's assets. Now, à la the hyper-trendy diet-friendly Pinkberry in Los Angeles, outfits in the Boston area like **Red Mango** (334 Mass Ave, Boston, 857.366.4116), **boYO** (175 Cambridge Street, Boston, 617.227.2696), and **Berryline** (1377 Boylston Street, Boston, 617.236.0082) are serving up a new era of long lines and healthy promises. And while they claim it's nutritious, who cares if it's not? You'll work off more calories queuing for an hour than you'll gain grubbing a large cup with two toppings. Ridiculous? Maybe. But we can't hate on people for restoring the superficial joy of licking frozen dairy.