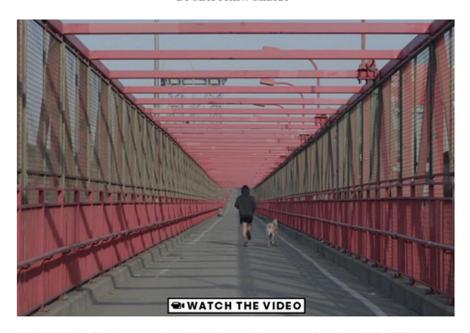
ON APRIL 23, 2013 AT 10:30 AM

## This Just In: MR PORTER and Equinox Partner Up



MR PORTER and Equinox, two brands that know a thing or two about the well-lived life, are teaming up for a new partnership that sees both brands swapping expert advice and working together to produce some unique content. Their first project, titled "A Day in the Life: Mr Michael Chernow," shows, well, just that. The clip features Chernow, one half of the team behind the Meatball Shop chain of eateries (and inhabitant of one enviable apartment), in his daily grind, from breakfast with the wife, to biking around Manhattan, to finally working off some steam on a heavy bag. Check it out after the jump (or over on  $\underline{MR}$   $\underline{PORTER}$  or  $\underline{O}$  by  $\underline{Equinox}$ ), and look for Chernow in the pages of this month's  $\underline{GQ}$  showing off the best spring suits for just a couple of Benjamins.

