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LIVE SMART

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This Just In: MR PORTER and Equinox Partner Up

BY MATTHEW SEBRA



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 [MR PORTER](#) or [Q by Equinox](#)), and look for Chernow in the pages of this month's *GQ* showing off the best spring suits for just a couple of Benjamins.

