

THE PURSUIT OF  
(COOL)

' COOL IS BEING YOURSELF, COMFORTABLE IN YOUR OWN SKIN, NAKED IF YOU HAVE TO.  
COOL IS KNOWING THAT YOU'RE GOING AGAINST THE GRAIN  
AND BEING UNSWAYED BY WHAT PEOPLE THINK,  
WHAT THE RULES SAY YOU'RE SUPPOSED TO BE OR DO, ' ,  
AND HOW YOU MEASURE UP AGAINST ANY OF THE AFOREMENTIONED.

*EXCERPT FROM MARK VV'S ([THE FORGOTTEN GENT.COM](http://THEFORGOTTENGENT.COM)) RESPONSE TO « [WHAT IS COOL AND WHERE HAS IT GONE ?](#) »*