

PHOTOGRAPHERS SOPHIE ELGORT AND BEN WATTS SHARE THEIR SECRETS TO EAST END EFFORTLESS DRESSING FOR A NIGHT OUT IN MONTAUK. BY LAUREN FINNEY

NOT ONLY IS SHE THE DAUGHTER of famed lensman Arthur Elgort, Sophie Elgort is also an in-demand photographer in her own right. At only 27 years old, she's shot for Bloomingdale's, Clinique, and *Teen*



Vogue. And just as she focuses on the surroundings and mood for photos, she uses the same attention to detail when curating the perfect Hamptons outfit. "I love to wear pieces from Adeam since the quality is amazing and the designs and prints are so different," she says. "It's likely no one else will show up in the same dress as you." By adding a pair of sink-free wedges, the Southampton resident gets height and style without sacrificing sensibility.

NO ONE DOES SURFER-COOL better than photographer Ben Watts. Having started his career in America by photographing urban youth, Watts is well-versed at adding fashion flair to both a shoot and an outfit. His fashion approach stems from an amalgamation of the brands he's shot for, including Gap and Nike; the result is a personal style that's completely unique. Hence, Watts pairs a traditional seersucker three-



piece suit with cool kicks and an insouciant Yankees hat. Those who want to sample just a bit of Watts's style can do so with his WattsUp Rosé—a collaboration rosé he recently introduced. ${\bf H}$