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Scott Sternberg Celebrates 10 Years of Band of Outsiders in L.A.

Alexis Brunswick November 5, 2014 | 06:39PM







Scott Sternberg and Adam Scott



the Band brand, with two store openings, one in Tokyo and the other in New York, and a collection of reissued "classics." Last night, Barneys gathered loyal fans in L.A.'s Silver Lake neighborhood to mark the occasion. "I think the brand is exactly the same," Sternberg told Style.com. "It looks the same and it feels the same, there's just a lot more product," he observed. "And in 10 years, maybe there will be the same exact amount of product, but it'll be even better and more honed."

Miranda July, Adam Scott, and Alex Israel were in the crowd. After host Aziz Ansari joked about how much work he'd put into the evening, he revealed why he chooses to wear Band above others for his comedy tours and album covers. "Once I said to them, 'Who's this dude who you model this stuff on? Is it me? Because it fits me really well.' And so much of clothes is the fit." The evening ended in proper Sternberg form, with guests clutching to-go cartons of the Momofuku treats he proudly sells via an in-store window at his Soho store.

Culture / Parties: Band of Outsiders Celebrates 10 Years - Party Photos

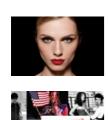
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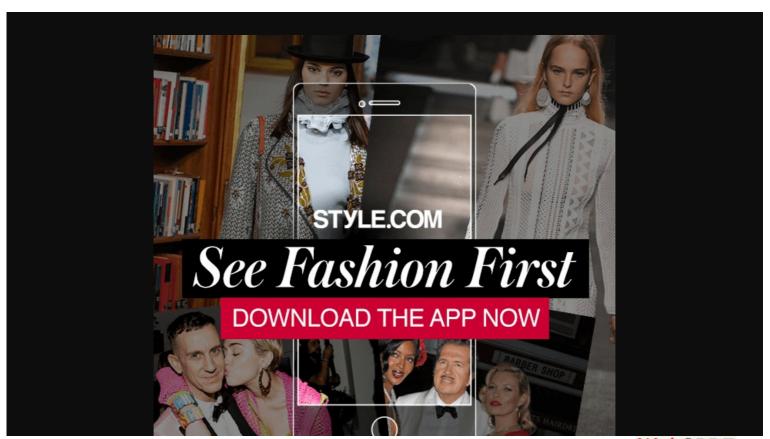
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