

KIEHL'S, BOY!

IT'S LOTION MEETS MOTION WITH 'MONSTER GARAGE' HOST JESSE JAMES'S NEW 'PRODUCT' PICKS FOR MEN.



James, getting buzzed, from Jesse James and His Beautiful Machines by Nathaniel Welch

Jesse James is about to blow the lid off a few biker stereotypes at a Kiehl's store near you. The 39 year old is best known as the host of the Discovery Channel shows "Monster Garage" and "Motorcycle Mania," and for the celebrity-heavy client list of his Long Beach, California bike shop, West Coast Choppers (*Kid Rock, Keanu Reeves, and Shaquille O'Neal, to name a few*).

But he's sure to pick up some new fans in the wives and girlfriends of "regular dudes who work with their hands and are filthy dirty every day like I am," as James describes the men he's targeting with his new pick of skincare products. As a hater of anything "stock," James designed a custom dopp kit to hold them all; a rugged vintage bag with a gritty "war eagle" illustration on the outside. "To me, a dopp kit should've been your dad's, a cool leather one that's gonna last forever." It will be filled with a few of James's favorite Kiehl's products. "Believe it or not," James says, chuckling, "I get a ton of letters and emails

from guys wanting to know about my hair stuff." (Kiehl's Creative Cream Wax, if you're curious. And it wasn't by way of wife Sandra Bullock, either.) "I used their face protector to ride, and I got sucked into the Kiehl's stores just because there's cool vintage motorcycle stuff in them," James says.

His latest two-wheeled masterpiece is soon to be among it. Kiehl's commissioned a custom bike (pictured above) for their upcoming West Coast flagship store in Santa Monica, a sleek six-figure monster made entirely of one-off parts that looks like something the Silver Surfer would ride. Asked if he themed the bike for the unlikely client, James says, "No, we just did our own thing."

BY STINSON CARTER

