

rides: **umx**
[ultimate moving experience]



PETER PAUL





MAJOR 'FIGER

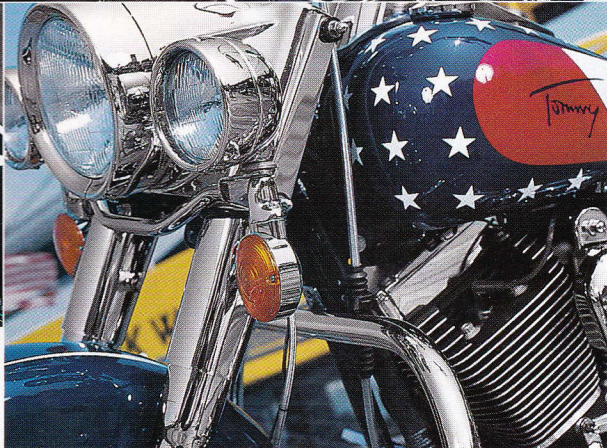
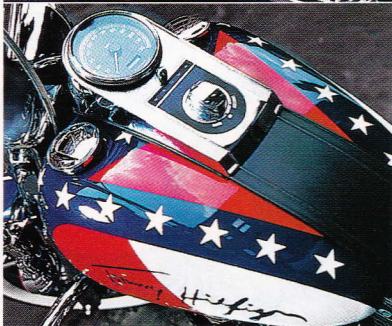
Tommy Hilfiger's *Peter Paul* is out to rep for his company, while proving that brothers can get hog-wild on Harleys, too.

story Anselm Samuel | photography Martin Dixon

RESIDENTS OF BROOKLYN'S DUMBO neighborhood are used to the incessant rumbles of the Q train as it chugs along the Manhattan Bridge. But as the final car of a passing train submerges into Chinatown across the East River, the rumbles don't subside. Instead, they curiously grow more intense. Suddenly, the source of the ruckus becomes clear as bike enthusiast and fashion junkie Peter Paul turns the corner on his 2002 Heritage Soft tail Classic Harley-Davidson, complete with signature Tommy Hilfiger detailing in a patriotic motif of red, white, and blue. Firmly grasping his 18-inch ape handlebars, the 6' 2" Paul carefully maneuvers his hog into its intended parking spot.

Dismounting his ride, Paul notices a smudge on the chassis and begins polishing his bike until a construction worker rolls up. "Hey, you must work for Polo," says the misguided blue-collar stiff. Visibly perturbed by the mistake, Paul is quick to clarify. "Nah, man, I work for Tommy Hilfiger," he says, pointing at the TH logo prominently emblazoned upon his Harley's side. For more than eight years, Paul has been a proud member of the Tommy Hilfiger family. Starting off as a model for the line, the motivated New Yorker decided he wanted to break into the corporate side of things. Giving up the 10Gs a show he made as a model, Paul began folding clothes backstage to prove his dedication. One day Hilfiger spotted Paul and was so impressed by his drive that he took a chance and let him style a '95 fashion show in London. When Paul pulled off the gig with no snags, Hilfiger named him Style Coordinator for Tommy Jeans. "Tommy is like the Run DMC of clothes—not the king, but he's touched fashion so much," explains Paul, who levied his music industry relationship to pull in crossover artists such as Q-Tip and Aaliyah to represent Hilfiger. "He was the first to bridge hip-hop and preppy."

Paul eventually landed his current spot as Director of Marketing/Special Projects Coordinator. One of his first ideas was to tap into the urban market by transforming a '98 Suzuki 750 into a high-speed billboard. "We



were the first to do that," boasts Paul, "even before FUBU and all the rest."

An occasional rider who didn't have his own bike, Paul took it upon himself to look after the 750 personally. With a full-time bike now at his disposal, he started running with a few friends who dubbed themselves The Crew and at times shared the road with the likes of Wyclef Jean and Tyson Beckford. In fact, it was the model/bike aficionado Tyson who convinced Paul to switch to a hog in 2002. "Tyson begged me to get off that speed bike," reflects Paul. "He said, 'You're gonna kill your-

2002 HERITAGE SOFT TAIL CLASSIC HARLEY- DAVIDSON

PRICE: \$40,000
w/custom work
ENGINE: Twin Cam
88B (Balanced)
PERFORMANCE: 1,200
horsepower
TRANSMISSION: 5-speed,
carbon fiber belt final drive
DRY WEIGHT: 699 lbs.

self eventually." Now the eight-year bike veteran is strictly a Harley man. "Once I got on one, I didn't ever wanna get off. Now I laugh at all these cats with street bikes," says Paul. "You get more respect on a Harley. You're not doing endos, you're not raising it up. Ridin' a Harley just gave me a whole new feel and purpose towards ridin'."

Once his ride is completely spotless, Paul revs his engine and prepares to hit the FDR Drive. "Yeah, white cats in business suits look at me funny, like, 'What you doin' on a Harley?' Even black cats, but I flipped it in my own way," he says before peeling off. "The point is to stand out and show your personal taste. When people pull up to the club and see this bike out front, they know I'm in the building. It's an extension of my personality." 🍷

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