

Write This Way

Man-about-town Walker Lamond plays by his own set of rules | *By Cory Oblendorf* | *Photography by Powers and Crewe* |

New media's old-school king has been crowned—and his kingdom is the District...and the Internet...and the book world...and, soon enough, the silver screen. Walker Lamond is the natty know-it-all behind the boffo blog *1001 Rules for My Unborn Son*.

This manifesto of Cary Grant-style masculinity blew up the blogosphere and garnered everyone's attention—from *Wired* to St. Martin's Press. The book *Rules for My Unborn Son* will be published in October, featuring a collection of Lamond's pithy dictates—such pearls as “Talent is learned. Learn to sing.” Now, Hollywood has come calling with deals. Amidst all this, his son, an eighth-generation Washingtonian, was born. Not bad for a 34-year-old dad.

Lamond's men-should-be-men blog began as an online homage to his late father. “It started as a list to preserve the wisdom of my dad and add my own spin on what makes a gentleman,” says the style maven, who got his start in media by cleaning the Upper West Side basement of *cinéma vérité* legend D.A. Pennebaker.

Lamond went on to produce films and TV shows for Discovery and National Geographic before bringing his wit to the Web. Lamond's urbane style matches his outlook. The great-great-grandson of FDR's chief of staff rocks a Ward Cleaver-meets-Thom Browne look by mixing vintage eye frames with modern suits and well-worn Converse Chucks. “Never take yourself too seriously,” he says. “Hey, that should be a rule!” ■

Walker's Hots:

Hotel stationery, Kodachrome film, Vintage American flags, Tumblr, Round Robin Bar at the Willard, Lost Boys in Georgetown, Sailing classes, Crab feasts and Repp ties.

Walker's Nots:

Graphic T-shirts, Beards, Flip-flops, Twitter, Anything mixed with Red Bull, Socks, Lacrosse and Jaywalking.



FATHER KNOWS BEST

New dad Walker Lamond turns his banter-based blog into a book this fall.