

Ludovic Lefebvre

There may currently be no chef in town more easily capable of prompting a stir wherever he cooks than Ludovic Lefebvre. And with his trademark Ludo Bites pop-up—along with the accompanying branded haute-fried-chicken food truck—he draws frenzied crowds in downtown's Fashion District and along Venice's Abbot Kinney corridor alike. Next up is the six-episode *Ludo Bites America*, which will begin airing this July on the Sundance Channel and is expected to follow his pop-up travels everywhere from Mobile, Ala., to Marfa, Texas. "I'm hitting the road," he says, "like a band." When not in chef's whites, Lefebvre, 40, finds himself drawn to Brit brand Barbour (macho hunting chic). "But I'm definitely still a Frenchman at heart, since I wear a lot of pink—strong, bright pink: pink shirts, pink polos, pink pullovers, pink socks." Yet one part of his fashion sense is positively New World: "Sneakers have become my obsession, especially special-edition Nikes from Undeclared," he says. "It's truly OK to wear sneakers here—I love that about America!"

Brown leather jacket, \$1,395, by John Galiano at Neiman Marcus. Shirt, \$125, at John Varvatos, West Hollywood. Black denim jeans, \$480, by Neil Barrett at Saks Fifth Avenue, Beverly Hills. Lefebvre's own leather high-tops by David Beckham for Adidas at adidas.com.

