

But it would be wrong to think that all streetwear blogs focus on edgy fashion.

Scott Schuman of The Sartorialist, based in New York, likes to photograph people who have “a well-executed style,” which could mean anything from a woman whose classic pearls and red lipstick are just right for her coloring to Vanity Fair’s Elizabeth Saltzman Walker and her version of the A-line minidresses that editors wore during New York fashion week.

As a result of his blog, he now has a monthly column in GQ and shoots for Style.com. In September, he was the subject of a Saks window display. Each window was decorated to look like a post from the blog. Saks blew up some of his men’s wear photos, placing each one in the back of a window, with an outfit inspired by it in front. The glass was printed with words from that particular post in the same font as is used on the blog.