

"Best \$2K I Ever Spent!" Swimming, Drinking, and The Pursuit Of Tie-Dye At Montauk Yacht Club



[Photos via Rob Rich]

Whether their feet were in the pool or their hands were in paint, guests at the **AMERICA** event held at **Montauk Yacht Club** and co-hosted by **Urban Outfitters** transformed MYC into a place where hipsters and patriots could create and celebrate in harmony.

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DJs **Cassie Coane** & **Harley Viera-Newton** spun for the crowds, while regular MYC party hosts **PJ Monte** from **DON Clothing** and **James Cruickshank** of the similarly hipster **LOLA** put their design skills to the test with tie-dyeing stations. Put outdoor bars serving **Kanon Organic Vodka** and **Dos Equis** into the mix, and the result is some incredibly unique works of art.



The color white has been known to represent innocence, purity, and holiness. Apparently, someone wasn't too happy about that.





Dude. What does mine say? Sweet. What does mine say?

