

THE
COVER
SHOOT



**SMOKE
SCREEN**

Don Draper is not what you'd call warm and cuddly. But when photographer Michael Muller shot the man behind *Mad Men's* Draper in Los Angeles on Feb. 2, the mood was downright friendly. "He's a real sweetheart, a down-to-earth guy," says Muller of Jon Hamm. While Muller has photographed the actor for EW before, this shoot was more about his now-iconic character—and the intrigue of the era that Draper represents. "We were really going for that moody Don Draper lighting that matched the time period," says Muller, who learned something new about Hamm's talents during the shoot: "He was blowing perfect smoke rings." —Marc Snetiker



COVER CREDITS

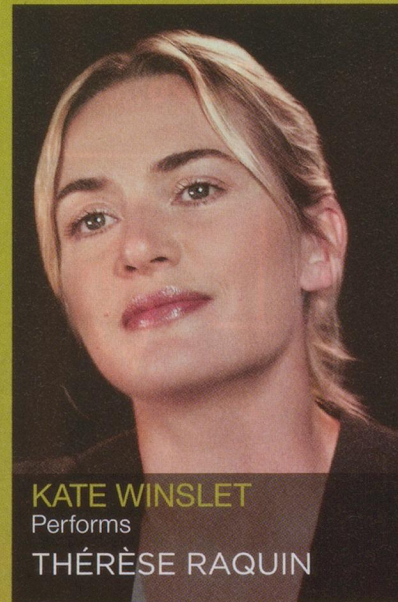
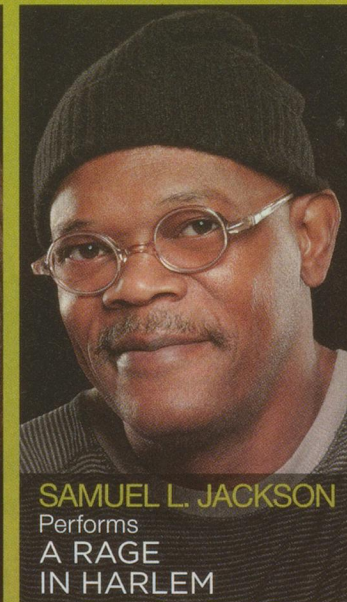
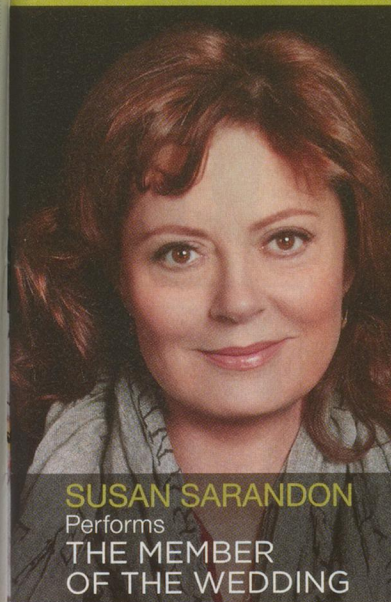
Jon Hamm photographed exclusively for EW by Michael Muller on Feb. 2, 2012, in Los Angeles

STYLING: TIFFANY WHITE; HAIR: THERAESA RIVERS; MAKEUP: LANA HOROCHOWSKI; SET DESIGN: ARIANA NAKATA/THE PARTOS AGENCY; SUIT: JANIE BRYANT



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