



BOYDS

SPOTLIGHT

For these high-powered professionals, a suit is not just a suit. It's a style statement. Clothes don't necessarily make the person, but they can make the person feel great, and that's part of the bigger story. A slimmer silhouette equals the quintessential modern suit—perfect for any age. And how do these busy people find the time to choose those perfect suits? The answer in one word: Boyds.

HAIR ARTUR KIRSH AND TONIA DAY
MAKEUP VICTORIA ROGGIO AND SASHA ZAVADSKY
ALL FROM THE STUDIO CL WORKSHOP



NEIL & JAY SHAH COO and CEO, Hersha Hospitality with their wives Juhi Saigal-Shah and Susie Shah

Neil: We've always dressed formally for business. We used to do it because we were a young company, and we wanted to look serious. Now that we've gotten a bit older, we're no longer going to be mistaken for kids, but we're sticking with it.

Hospitality is a fun business, but it requires a serious commitment, in addition to time and effort to ensure great guest experiences while also building a portfolio of hotels in major cities. As our company has grown, we've attracted exceptional young talent from across the country. We teach them the importance of personal appearance.

Because our hotels are in great cities, the notion of urban elegance has a big influence on our style. I travel

every week so I could shop in New York, Boston or Miami, but my go-to place is always Boyds. I have simple taste. Boyds makes shopping a delight.

Jay: Generally speaking, my style is conservative and understated. I insist on quality—in cut, in fabric, in stitching—and that's how you make "understated" still something distinctive.

I think tastefulness lies in knowing what's enough without going overboard. It reflects a sense of awareness and style. Our company's policy of wearing full business attire maintains a sense of decorum that goes

beyond dress and becomes culture.

The staff at Boyds understands what's right for you based on your taste and preferences. They have a terrific service delivery model. People tend to have a relationship with the sales professionals, as I do with Mike Frankel and Richard Bauman, and that makes it comfortable.

We travel a good amount and even when I'm here my schedule is generally busy. The folks at Boyds are quite flexible and able to deliver service just when I need it. They've even come to my office to make adjustments or delivered things to my home when necessary. That's a wonderful quality, and it keeps me coming back.



From left to right, Juhi wears a Lanvin burgundy side-zip dress and Miu Miu snakeskin pumps; Neil selects a Canali navy suit, Brioni tie and Ermenegildo Zegna pocket square; Jay wears a Canali grey flannel suit, Robert Talbott tie and Etro pocket square; Susie chooses a Giambattista Valli black satin/knit dress and Prada Mary Jane pumps.



MICHAEL SCHULSON Executive Chef and Restaurateur/Owner Izakaya, Sampan and St. James

I love wearing suits, but I don't wear them in the traditional sense. I'm a collar-up, unbutton-the-sleeves kind of guy. When I wear a tie, you'll rarely see it tightened all the way to the top.

That's who I am, and who I am is my brand. My restaurants are about having fun; they're never stuffy or uptight. Have a good time, show your fashion sense, enjoy yourself! The same goes for Boyds—they understand your individual style and make shopping fun while tailoring the experience to you.

At Boyds, for me, Richie Siligrini is the man. For suits, I'm a big fan of Lanvin, Paul Smith, Isaia. For shirts, I love Ermenegildo Zegna and Vince. I just bought three awesome shirts by Zachary Prell, with a little stretch in the fabric. They're the greatest shirts ever.

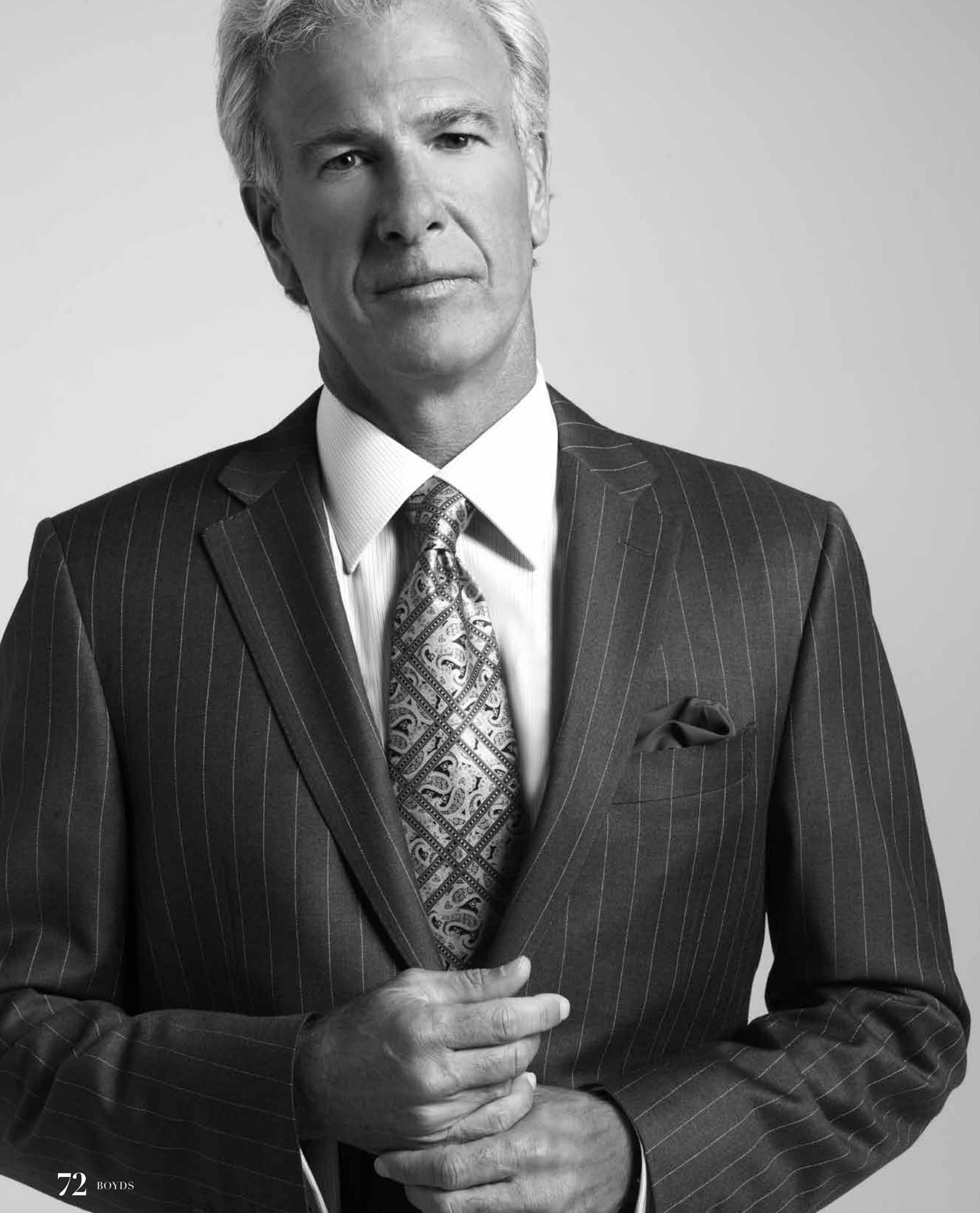
I've always been into fashion. My first job was in the kitchen at Bob's Big Boys making salads. My parents couldn't afford the designer clothing I wanted, so I literally spent everything I made on clothes and shoes. These days I love Gucci and Prada shoes, and I probably own every kind of Paul Smith sneakers Boyds has ever sold.

I used to get shirts custom-made, but it works out much better if I take a shirt off the rack at Boyds, and Sergio, my tailor, customizes it for me. He really understands the way I like my clothes to fit. Sometimes he laughs at how particular I am and how fitted I want things to look, but he always does an amazing job.

Right now I'm most excited about my new restaurant, St. James, an American grill that just opened up in Suburban Square in Ardmore. You'll see me there in the front and in the kitchen, walking around the place in my chef's coat, AG Jeans and Paul Smith sneakers.

Michael wears an Yves Saint Laurent charcoal birds-eye suit and Etro geometric sport shirt.





SAMUEL H. POND, ESQ. **Worker's Compensation Attorney** **Pond Lehocky Stern Giordano**

It's funny, just yesterday in the elevator of my office building, an older woman said, "You have such a sense of style in the way you dress." My partner and I get compliments all the time from judges and in open courtrooms, about how we look.

And that's important. When I go into a courtroom representing my client, the way I dress speaks volumes. It says I'm serious, I'm prepared, I'm a professional, and I'm going to exude that through the clothes I wear. Clearly, Boyds provides me the ability to do that. John Clementi has been helping me at the store since 1986.

The designers I like are Armani, Canali, Gucci—suits that are classic but still have a modern, cutting-edge energy. They're youthful and energetic, and they certainly make me feel that way.

That look, that comfort level, is extremely important when you're giving counsel to a client. You want somebody who is full of energy, who is passionate. You want a champion. When they see you looking good, clients think, my guy is confident and I'm going to be confident with him.

For court, what's most appropriate are darker suits—navy blue, black, even grey pinstripe. For shirts and ties, whatever the guys at Boyds are gonna say works and is fashionable, that's what I'm going to buy.

Boyds makes it easy for me. My time is precious, so I don't know that I actually enjoy taking the time to shop, though I always have a good experience when I get there. I enjoy wearing my clothes, I can tell you that. I definitely enjoy looking nice.

Samuel dons a Canali grey chalkstripe suit, mini-stripe French cuff dress shirt, Ermenegildo Zegna paisley silk tie and Dion pocket square.





A full-length photograph of a man with short, graying hair, wearing a dark charcoal suit jacket over a light-colored, vertically striped dress shirt. He is looking down at a smartphone held in both hands. The background is plain white.

MARC BROWNSTEIN President and CEO, Brownstein Group Brand Communication

.....

I engage in a sport or some sort of exercise every day—biking, hiking, the gym, golf, tennis, whatever. Basically, I don't like to sit still. If I'm going to take a walk, it's going to be a five-mile walk; if I'm going to ride my bike, it's going to be a 40-mile ride. If I need to travel vertically, I take the stairs. That's just me.

When I was around 14 years old, I wanted to get into shape, so I started doing 100 pushups and 100 sit-ups daily—and I still do that every day. Being fit helps when you try on a suit. I like Isaia, a lot of Ermenegildo Zegna, Armani, more fitted clothes.

I'm not the kind of guy who's going to spend two hours in a store—I want to come in, get the suits, the shirts, the shoes, and let's roll. You go to Boyds and they immediately guide you to the right stuff, and they have a ridiculous selection.

I do have an appreciation for fine clothing. When I was growing up, my father was named the best-dressed guy in Philadelphia. He's an artist, and he's never been a safe dresser—he likes bold colors and styles. When you grow up with that around the dinner table, you can't help but be attuned to your own personal style.

The truth is, I dress the way I want to dress because I'm in a creative business. I love having that license and take full advantage of it. When we go to see a client, we're a fun part of their day, and they don't expect us to look like bankers. We're very current on trends, and it shows in the things we say, the way we think and what we wear.

Marc wears an Isaia charcoal/brown chalkstripe suit, Oriali brown stripe dress shirt and Trafalgar polka dot pocket square.



MAURICE FLOYD President and CEO Floyd Enterprises

Being voted best-dressed political consultant is my new claim to fame. I couldn't stop laughing when I found out, because I thought they were kidding—I didn't know anything about it until they called me and told me I'd won.

You've heard of love at first sight. Well, how about impress at first sight? You communicate to people through how you look, so that first impression means a lot. And I have Boyds to thank for that.

I'm very cutting edge, and so is Boyds. If you can't find a great suit at Boyds, something's wrong with you. When it comes to the art of dressing, it's easier if you're wearing a suit. Put most men in a suit, and they look good. I'm definitely not a conservative guy, and I express who I am through fashion. I'm fearless, and I have no concerns about pushing the envelope fashion-wise.

Lucky for me, John Clementi and Janet Woolman really know me, and they can select things I'll like. Janet has been just superb with her shirt and tie combinations. That's one of the reasons I like going there: They make it fun and easy to find the right pieces. That level of service goes beyond anything else out there. I travel quite a bit and I shop in many cities, but Boyds is the best.

Maurice wears a Trussini navy pinstripe suit, Isaia dress shirt, Brioni silk tie and Di Bianco custom wingtip oxfords.







JOSEPH SERLETTI, MD, FACS Chief, Division of Plastic Surgery The University of Pennsylvania

I feel strongly that physicians should look very professional when they are interacting with their patients, and part of that is being well dressed. I basically operate all day, so most mornings, first thing, we're off to the OR. I could change into my scrubs before surgery, but I make a point to be well dressed when seeing a patient who is about to undergo surgery. It's a sign of courtesy and respect toward the patient and their families. Only after that do I go and change into scrubs.

I like a suit that fits well because it's just very, very comfortable. The sales associates at Boyds can take a look at you and figure out which designer will fit you best. For example, Howard knows that Isaia is the right designer for me. Richard Bauman is the person who orchestrates the rest of my clothing. He has an incredible sense of style, and he knows how to accessorize outfits according to my taste.

When it comes to shirts, I only wear custom shirts from Boyds. I'm told I am well known around the hospital at Penn for my very stylized shirts, French cuffs and matching ties. I have a lot of really neat cufflinks—it's the number one gift I get from family members, friends or my patients. My father, who is retired, gave me all his formal gold cufflinks. The kids and my wife have gotten me animals, golfers and fun things like that. A lot of my work is breast reconstruction surgery for breast cancer patients, and as a result, many of my patients have given me pink colored cufflinks. They are a reflection of what I do.

Joseph chooses an Isaia navy chalkstripe suit and red stripe shirt, and a Brioni paisley silk tie and pocket square. Mahjong cufflinks are made by Antique Jewel Box.



DAVID V. MAURY Independent Financial Planner

Helping families create financial security has been my career since graduating college. I have always felt that it's appropriate to dress to the nines, given the complexity of what I do for a living and my clientele. You may find me in between meetings walking through Rittenhouse in a suit five days a week, all year long—summer Fridays, you name it. And then there's the fact that I really enjoy it. I would never trade my suit, tie and French cuff shirt for khakis and a golf shirt.

When I was first looking for a job after college, my mother bought me two Hugo Boss suits. I like to say timing is everything, and that was the same year that my grandfather started gifting me his really cool collection of classic cufflinks. This was the beginning of a long relationship with style, and it really lit the flame for me. I started working in Center City, and I met Howard Eisenberg at Boyds. Howard has been one of the biggest influences on my sense of style, and I have been going to him for the past 15 years, since I was 22. He helps me find what suits me, and our relationship is unique, like family.

Howard is the one who got me hooked on Canali. I'm a huge fan of Canali's three-button suits—in fact, my clients joke that it's my uniform. I have a long frame, and I think a three-button works best on me. That's where Boyds comes into play. As of late, you'll find only two-button Canali suits on the floor, but I'm able to custom-order the three button kind. My eye always wanders to the accessories, and I've never found a problem stimulating the economy in this department.

I'm 37, and I still have the same job, business phone number and address as the day I started my career. That's rare in my generation, and it's also rare in the kind of business I'm in, where people tend to move around a lot. I do much of my work with Northwestern Mutual because it's a prestigious company that has always done the right thing for my clients. When you find something that's excellent and unparalleled, you stick with it. That's true for business, and it's true for getting my wardrobe at Boyds.

David dons a Canali charcoal/purple windowpane suit, Boyds custom dress shirt, Brioni silk tie and cufflinks passed down from his grandfather. His shoes: Allen Edmonds split-toe bluchers.







LANE DUBIN **Vice President/ General Manager** **American Express**

I practically live on airplanes. On any given day, I could be anywhere from California to Tokyo to Singapore to Australia or to Philly, where I live. In light of this, it's really important to look universally professional. I need a style that works anywhere in the world. Some of my favorite labels in suits include Armani and Canali and I'm a huge fan of Ermenegildo Zegna shirts.

I travel to New York often, and a suit with no tie and a shirt with cufflinks strike the balance between professionalism and style. In Shanghai or Beijing, it's all about protocol, so I would err on the conservative side as far as colors go, and I'd always wear a tie. In the U.S, pleated suit pants with a cuff are fine, but in London flat-front pants are more traditionally worn. I don't believe you can ever go wrong if you've got on a nice suit, shirt and tie. I tend to focus on having suits tailored in ways that work everywhere.

I'm a big blue, grey or black suit guy. I have a blue pinstripe suit by Hickey Freeman that I bought at Boyds 10 years ago, and I still wear that suit; it's timeless. I've converted some of my colleagues to Boyds shoppers because you get high-quality clothing that lasts, with styles that fit every personality and moment. We've had two bar mitzvahs in our family recently, and I've carried the Boyds experience forward and brought my brother, father and father-in-law with me.

Everyone in life is busy, me included, so I appreciate flexibility. I need to be able to work within the limitations of my schedule but still achieve my needs. Arnie Gelb helps me with the suits and John Donahue with the accessories. I can just show up, and they know what I'll like. I always walk out with pieces that are classic, sophisticated and can accommodate global styles and withstand the pressure of living in and out of suitcases.

Lane wears an Armani Collezioni black trackstripe suit and Ermenegildo Zegna French cuff dress shirt, silk tie and pocket square. Cufflinks by Paul Smith.