

— { MEN OF } —

# STYLE

*A successful man learns  
to tailor the way  
he looks and the way he lives*

By Deborah Fulsang  
Photography by Shannon Mendes



## ROBERT HERJAVEC

If a picture is worth a thousand words, Robert Herjavec would likely argue that a good suit is worth 10 times that. And the 45-year-old business titan knows his suits. "I can tell an Armani from a Boss," he says. "But I can't always tell a Canali from a Brioni or a Kiton. But boy, you can sure tell a Tom Ford." A star of CBC's *Dragon's Den* (and ABC's lookalike show, *Shark Tank*), and CEO of the Herjavec Group, a \$50-million Toronto-based company specializing in internet security systems, Herjavec understands the power of tailoring. "It never ceases to amaze me," he says, "how many people take so little care about their personal style. I don't know whether they believe that there's an arrogance in dressing well, but I think that in this day and age, where you're flooded with data and touch points, you have to make an impression even faster than you did before."

Herjavec's opinions about making impressions – how your clothes communicate your identity and potential to the world – are woven through a new business/self-help book he is set to launch in the fall with HarperCollins. For him, fashion is serious business. Each night, he heads to his cherry wood closet in his 20,000-square-foot Toronto home and lays out his wardrobe for the next day. At about 700 square feet, it's a luxurious closet, but hey, with 1,000-plus ties, you need space.

The son of blue-collar Croatian immigrants, he grew up in a home where fashion was a non-issue; impressions rested on being well scrubbed, he says. Where then, did this self-made man learn his style lessons? Herjavec shares the story of his first computer sales job. He was a keeper, but dressed so poorly that his boss called him on it. When the 20-year-old went to Harry Rosen to buy a suit, he balked at the prices, but then did the math. Given his meagre salary, he quit and began working for the retailer, knowing that, every six months, Rosen's policy dictated a new-suit bonus.

"Harry had a huge impact on my life," says Herjavec. "He used to say a well-dressed man has an overall appearance that tries to make a point. ... People think to dress well you need a lot of money and you need a lot of suits. What I learned is that it's better to buy one really good suit and accessorize it with a wardrobe than buy five not-so-good suits."

The point Herjavec makes? After exiting his office, you recall his engaged blue eyes, his easy manner and understated polish, from the Rolex watch and striped shirt down to his lace-up Ferragamos, which, by the way, are of a leather not dissimilar to the upholstery of his private jet and limited-edition Smart Car – which sits in the family garage alongside an Aston Martin, Lamborghini and a Rolls Royce.

When asked about silver-screen inspirations, it's Gordon Gekko in the 1987 blockbuster, *Wall Street*, who Herjavec mentions. "There's the scene where he buys the airline and he walks out onto the trading floor with theseirate shareholders and he's wearing a dark navy suit with a white shirt and a blue tie with small white dots and he begins to talk, and his entire presence is so powerful and so calming," he says. "That confidence he exudes, that, for me, is the iconic sense of style."

Herjavec does possess a Hollywood air, but there are no pretensions. His is a generous spirit: he chose to support Team for Kids during his recent New York City marathon run, and



*In this day and age, where you're flooded with data and touch points, you have to make an impression even faster than you did before*

sniping around his office, one spies a plaque documenting his "celebrity clown" status for the Toronto Santa Claus parade. Not to mention the gesture of charity exhibited when he and his wife opened up their Bridal Path home for a Princess Margaret Hospital fundraiser, where his mother was treated for ovarian cancer before her death. "Life is a journey," says Herjavec, "and none of us got here on our own. It is the universal truth that I believe – we must help those we meet along the way." ■

*In appreciation of Mr. Herjavec's appearance in these pages, Harry Rosen is making a donation to the Division of Medical Oncology and Hereditary at the Princess Margaret Hospital in Toronto.*

Robert Herjavec's sales associate is Jason Green of our Bloor Street, Toronto, store.

## GREGG KEATING

When Gregg Keating, the six-foot-three, 225-pound son of Shaw Communications east coast giant Charles Keating, finished university, his father handed him a one-way ticket to Vancouver. "You're not going to be wearing any suits," his dad told him. "You're going to climb poles in the interior of British Columbia, with spurs on, looking at grizzly bears."

"I had a bear hell," says Keating Junior, "and we built fibre optic plant for Shaw Cable throughout B.C. in all those spooky little bear-attack places."

Once he had proven his worth and eventually landed a desk job, Keating traded in his coveralls for designer duds. By all accounts, however, the now-chairman and CEO of Alimex Venture Capital and major shareholder of Shaw lives large but hasn't forgotten his roots.

Keating's home and garage outside Halifax houses three of an eight-car fleet that includes a Maserati, a Ferrari, a Mercedes McLaren and a black 1995 Cadillac DeVille that he inherited from his father upon his death in 2005. Then there's the collection of watches – a few Rolexes, a few Gucis and 15 Breitlings – among them, one particularly stunning rose-gold model. And a passion for superlative tailoring – Keating's lab coat is lined with hundreds of wool, silk and cashmere suits by labels such as Canali, Brunello Cucinelli and Dolce & Gabbana.

His current favorites: "Wearing an Armani puts me in a good social mood, versus with a Tom Ford suit, I want to get down to business; I'm ready to chair the board," he says. And cinematic inspiration? "One of my favourite shows is *The Sopranos*. I love Madoff dress," Keating laughs. "I'm in a pinstripe fanatic." One picture the man's tough-love father cut straight from *The Godfather* at 6'7" and a lover of Stetsons. Keating Senior was, no doubt, a formidable figure.

Keating also counts his wife, Ginger, a striking blond from South Carolina, as his in-house style consultant. (The exec shares a home with her in Charleston, but commutes between there, Montreal and Halifax, where his three children reside with their respective mothers.)

But it's the dichotomy of this man and his style that is most memorable: the refinement – that hand-stitched Kiton tailoring – juxtaposed with the most unpretentious, salt-of-the-earth character. Keating is true to his roots. He is involved in several charities and remains particularly connected to the QEII Foundation of the Queen Elizabeth Health Sciences Centre in Halifax. Last year, the hospital recognized the Keating family's philanthropy in naming its new facility, The Charles V. Keating Emergency and Trauma Centre.

"I was raised in believing that whatever you take from your community, you should return two-fold," Keating says. "This was instilled in me at a very young age."



*Wearing an Armani puts me in a good mood and with a Tom Ford suit, I want to get down to business; I'm ready to chair the board*

One imagines Keating heading for his regular trim at Camillo DeQuinzio's barber shop in the old hood. "He cut my grandfather's hair, my father's hair, my hair and [my son] Redmond's hair – that's four generations of Keating men," says the 61-year-old. And what does Camillo charge? "It's \$11," says Keating, respectfully. "I give him a \$20 and tell him to keep the change." ■

*In appreciation of Mr. Keating's appearance in these pages, Harry Rosen is making a donation to the QEII Foundation of the Queen Elizabeth Health Sciences Centre in Halifax, N.S.*

Gregg Keating's sales associate is Simon Obadia of our Bloor Street, Toronto, store.



# Lux Redux

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By Deborah Fulmer



LUXURY SURVIVED THE RECESSION —  
BUT NOT UNCHANGED.  
OUR IDEA OF THE VERY BEST HAS EVOLVED —  
FOR THE BETTER.

PHOTOGRAPHY: JAMES MCKAY/STYLING: JESSICA WATSON/STYLING: JESSICA WATSON



BRUNELLO CUCINELLI  
suede bomber, \$1,295,  
shirt, \$495, scarf, \$495,  
and cargo pants, \$195.

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BACK IN 2008, WITH THE GLOBAL ECONOMY IN FREEFALL, and men everywhere tightening their belts, the luxury market seemed destined for oblivion. Well, reports of its demise were premature. The taste for luxury has made a remarkably strong recovery but it has come back transformed. Once it was synonymous with flash and cash, with the flaunting of world-famous labels. Today, it all has to do with intrinsic quality: the big-ticket branding more discreetly expressed in the way something looks and feels. And another thing has changed: the luxury customer is now younger than he was. "Luxury used to be the prerogative of the older man," says Larry Rosen. "Its image was the millionaire with his white shoes and his Cadillac. Now it's a younger guy in a slim-cut Zegna suit or Brunello Cucinelli sportswear or a Tom Ford shirt and tie who is taking an interest in luxury." Cucinelli and Ford typify the sophisticated new players in the luxury menswear game. But the veteran design houses have also emerged from the recession with a different attitude – one that is just as smart and youthful and effective. "Companies like Zegna, Brioni and Loro Piana read the zeitgeist perfectly," says Rosen, "and they have ended up more relevant than ever. In a bizarre way, the financial shakeup was just what the luxury business needed to move to the next level." The focus is different these days. Check out the leaders in the field and a commonality is apparent: mere ostentation is over. In its place stands the spirit of innovation and a passion for quality.

### Ermenegildo Zegna

**ERMENEGILDO ZEGNA** >>> George Clooney dazzles about as often as he plays in the recently released Anton Corbijn film, *The American*, clad in Ermenegildo Zegna. The modern-day Lotario personifies both the elegance of the classic silverscreen movie star and the current *InStyle* "it" man. His suits are tailor-made for the on-screen gun-maker and professional assassin, not to mention the current-day exec: impeccably fitted, refined fashion and high function combined in top form.

But then, Zegna has embodied innovation and understated sophistication for 100 years. To celebrate its centennial, the Ermenegildo Zegna Group recently re-released its original suiting fabric but in a 15-micron update. When one realizes that a human hair usually measures more than twice that width, one begins to appreciate the featherweight significance of the achievement.

Advances in technology also mean that the company can deliver, with just two fittings and five weeks, a completely made-to-measure suit to any of its boutiques around the world.

"Technology has helped increase the manufacturing potential of luxury, however, it runs in tandem with craftsmanship," says company CEO Guido Zegna. "As the creator of one Zegna suit along the full vertical chain, over 500 hands are involved in the process."

On the spring 2011 runway, Zegna offered up other innovations such as Micro silk, a summer-weight fabric with silk fibres treated with a resin membrane to achieve water repellency.

Zegna's socially responsible business practices also inspire loyalty: its Fondazione Zegna supports various initiatives aimed at improving the quality of life for individuals and communities, safeguarding the environment and promoting culture and medical research. Because, says Zegna, "Luxury is evolving into something more authentic and real, with style and substance."



**BRIONI** >>> "It was Hollywood that discovered Brioni in the 1950s, with movie stars such as Clark Gable and Cary Grant seeking out Brioni's signature style in our Roman flagship store," says Todd Barato, Brioni's chief operating officer, of the brand's connections with the cinema. Since then, many leading men, including the inimitable James Bond, have graced the silver screen in Brioni.

Brioni, maker of hand-crafted suiting and sportswear, was founded in Rome in 1945 and takes



**LUCKY PIANA** >>> Loro Piana first hung its shingle in the early 19th century as a wool merchant, and now, as a brand of classic sportswear, it is pushing the envelope to develop unique high-performance textiles to suit its peripatetic and plugged-in customer.

There is the Baby Cashmere, collected from the under-belly of Hyicus goats before they reach 12 months of age. The company's renowned Storm System technology also resonates with the brand's active clientele – a process that makes natural fibres waterproof and wind-resistant with an exclusive hydrophobic membrane. Its development is the direct result of a passion for



**TOM FORD MENSWEAR** >>> Leave it to Tom Ford, the creative maverick who turned Gucci from a sleepy old Italian label into a super-brand powerhouse of the 1990s, to reimagine classic menswear into something far more glamorous. The Tom Ford Menswear label, launched in 2007, takes fine Savile Row- and Italian-inspired tailoring as its starting point, then shapes it along much younger, leaner lines. His is a thoroughly European aesthetic – albeit European as romanticized through the eyes of a Texas-born American with a love of cinema.

its name from the Itrian island off the Adriatic coast, a famed destination of European jetsetters in the early 20th century. With its hand-sewn detailing and exceptional fabrics, the aura of exclusivity remains.

A Brioni jacket, for example, takes approximately 20 hours of labour and involves 220 steps and more than 3,000 stitches to create. The trousers' sides are spliced open – as has been the tradition for hundreds of years – with the precise edge of a chisel.

This is the craft sought after by the Brioni customer. On the occasion when the company's master tailor arrives from Italy for fittings at Larry Rosen, customers are quick to nab the opportunity. After all, he also measures presidents, kings and sheiks all over the world.

silting possessed by many in the company, including CEO Pier Luigi Loro Piana.

Recently, Loro Piana also developed a Lotus Flower fibre that has the appearance of antique linen, or raw silk but is soft, breathable and crease-resistant. The sacred Persian flowers must be picked between May and December and their fibres extracted manually from their stalks and woven within 24 hours to prevent deterioration.

"I would define it as summer vicinia for its exclusivity," says Loro Piana, referencing the coveted Peruvian winter wool. The new trademark material illustrates the holistic mindset at the heart of the company. "The quantity today is really very limited but we hope our long-term project will allow increasing it so that local communities may improve their quality of life in harmony with the natural environment," he says.

This season, a single-breasted, peak-lapelled suit, for example, comes in both a pink silk as well as a dandyish black-and-white Prince of Wales check. There are safari jackets and tailored white-linen trousers, silk-jacquard cocktail jackets and floral beach shorts for the Riviera-going man.

No wonder Tom Ford is the chic, go-to brand for the likes of Brad Pitt, Johnny Depp and Jon Hamm. In fact, Tom Ford outfitted Daniel Craig's buff and powerful 007 in *Quantum of Solace* back in 2008. A year later, Ford's directorial debut, *A Single Man*, opened to rave reviews.

It's as if Ford, whose sleek and impeccably dressed sense of style also achieved superstar fame at Gucci, looked into his own closet and misinterpreted for the world. Strong, elegant, virile and luxurious, it's a vision of masculinity for the modern day.

## BRUNELLO CUCINELLI

**BRUNELLO CUCINELLI** >>> "We want our customers to aspire to high quality in their everyday living," says Brunello Cucinelli, president of the Brunello Cucinelli brand. "Living a luxurious life can also be done when you reach a balance between your personal and professional life and when you are able to work in a beautiful place that inspires your creativity and soul."

That thinking was the impetus for the revival of the medieval town of Solomeo in Italy's Perugia district, where the Brunello Cucinelli factory is located, and which was restored using 20 percent of every year's profit as the company was growing.

The revival exemplifies a respect for tradition, craftsmanship and beauty. It's a sentiment appreciated by the brand's typical customer, whom Cucinelli calls "an international traveller with a taste for high quality and ease in their life."

This customer, a connoisseur of fashion, understands the current form-fitting silhouettes and top-drawer fabrics: paper-thin muscle and leather, single-ply cashmeres that can be worn year round, linens and pima cottons of the highest calibre. The look is what some insiders call "Italian Ivy League."

Extensive hand-detailing and unsurpassed quality control — every Brunello Cucinelli garment (almost one million in 2009) is checked by hand — contribute to the reputation of the brand. It's that feeling that is at the root of what luxury means today.

## HARRY ROSEN

*Bespoke*

**HARRY ROSEN BESPOKE** >>> Howard Atkinson recounts the tale of Nello Sansone, Harry Rosen's designer and master tailor, flying to Mexico to complete a fitting for a client. "The customer couldn't come here, so Nello flew down to look after him," says the tailoring manager of the company's bespoke department.

On the wall of the bespoke shop at Harry Rosen's Bloor Street store in Toronto hang autographed photos of other satisfied customers: Christopher Plummer, Oscar Peterson, Dustin Hoffman... They have all been reduced by the bespoke experience.

A Harry Rosen bespoke item is entirely fashioned, fitted and sewn by hand to the exact physical characteristics of the customer over the

course of several fittings with Sansone. A bond develops as tailor and client together select the perfect silk lining for the customer's chosen jacket and decide upon a favourite colour of thread for the interior topstitching.

The process has not changed much since the 17th century, when, says Atkinson, the term "bespoke" was coined. In Savile Row, a gentleman would select fabric from the wall of suiting textiles. His choice was then marked as "spoken for."

Sansone works with the most exclusive, technologically advanced fabrics — refined silk and pashmina blends, cloth embedded with gold thread or diamond dust — but it is the melding of this sensuous with age-old sartorial tradition that is the appeal of the bespoke experience.

"We even get younger men asking for the old button-fly," says Atkinson. "In a lot of ways, everything is the same. Everything is still cut by hand in the shop, individual patterns are made and fittings are done one on one." Bespoke tailoring is also available from master tailor Achod Ammassin at our Montreal Les Cours Mont-Royal store. ■

IN THE END, THE MODERN DEFINITION OF LUXURY has less to do with a dollar figure than it has to do with experience; the confidence inspired by wearing a hand-crafted suit or a Baby Cashmere pullover. It is a celebration in microcosm of *la dolce vita* — the appropriately Italian pursuit of living and appreciating the finest things in life.



## JOHN VARVATOS of JOHN VARVATOS STAR USA

THE ROCK 'N' ROLLER



"I was a big fan of Steve McQueen."

says John Varvatos, 35, when asked about movies and style icons. "He didn't try at all. He was like the ultimate sexy American male. He could wear a white T-shirt and jeans and look frigging amazing."

That good-muscle skin, Steve McQueen-style cool surfaces most obviously in the John Varvatos Star USA collection, but when considering the designer's work, you'd be remiss not to stress the propelling influence of music and rock and roll. The designer, a serious audiophile, says Led Zeppelin was his favourite band growing up in Detroit, but it is the punk-meets-hip aesthetic of eggs and the Strouges in the late 1960s and early '70s that one spies in the Star USA fall 2010 lineup: motorcycle jackets with leather jeans, zippered hoodies, skinny ties and a testosterone-flaming attitude.

"It's more relaxed, more youthful in spirit, imperfectly perfect," says Varvatos, comparing the line to his signature collection. "It's for the guy who doesn't mind a little crumpled, doesn't mind a little something to the left or to the right."

Prior to launching his own brand, Varvatos headed up the menswear design team at Calvin Klein as well as Polo Ralph Lauren and Polo Jeans. Now, after a decade on his own, the designer says he's watched men's fashion options expand exponentially. In fact, he has helped make that happen. Back in part because Varvatos has helped design it so, men who love their jeans can wear them — and often to work, too — with a tailored vest, tough-sew leather boots and a beautifully crafted, chocolate-hued leather jacket. That from a designer who respects the skill of the tailor, but possesses the soul of a musician.

V



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## ALESSANDRO SARTORI of Z-ZEGNA

THE URBANITE



Alessandro Sartori's favorite movie is *Fellini's 8½*, the 1963 classic starring Marcello Mastroianni. How fitting, given the Milan-based designer's penchant for creating expensively urbane clothing that sinks in the

just while looking smoothly to the future.

Sartori, the creative director of the Z-Zegna collection (the hip, younger brother of esteemed label Ermenegildo Zegna) enthuses over Mastroianni's cinematic impression: all black and white chic in white shirt, narrow tie, slim pants and chunky, black glasses. "His is an iconic outfit, so aspirational, so cool and timeless," he says.

One imagines the Italian actor crusing around Milan in a Sartori ensemble of fine charcoal turtleneck, double-breasted pinstriped blazer, super-slim trousers and super-cool boots. And we're certain Mastroianni would have loved wearing Z-Zegna's "techno tailoring," a term the designer uses for his re-engineering of sartorial traditions wherein refined structures are crafted in high-tech, luxurious textiles—double-faced wools, cashmere, alpaca, shearling—to great ergonomic effect. The technique illustrates again Sartori's love of the old and the new—he admits a passion for modern art, naming the Arte Povera movement and the provocative work of Richard Hamilton as favorites. On the flip side, he speaks of apprenticeship at his mother's knee (she was a women's tailor) and of the tailors of northern Italy of the 1940s, who have long inspired him.

Asked about luxury, the 43-year-old talks again of new definitions. The old term of luxury stressed money, not content, he says. "Today, I love elegant, chic, sophisticated dressing that is rich, not because it costs a lot of money, but because there is a lot of meaning, thought and quality and style behind the clothes."



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## ROBERT STOCK of ROBERT GRAHAM

THE ENTREPRENEUR



Robert Stock remembers being 12 or 13 and watching his dad, who owned a gas station, come home at day's end, hands black with gas, grease and tar. His

father would disappear into the bathroom, emerging later, palms scrubbed clean and looking optically in a pressed, tub-made dress shirt. The metamorphosis continues to inspire Stock. As cofounder and head of the Robert Graham brand, he's built a company on that iconic wardrobe item. And although he produces a full fashion range, from sportswear to accessories, the soul of the collection remains.

In Stock's hands, however, the shirt is anything but basic. No surprise, given the design veteran's résumé. Near the start of his career, he partnered with fellow-Brown native, Ralph Lauren, on the successful Chaps label, a brand that really took the humble blue jean to glamorous new heights. Then, after many successful years as a sportswear designer and businessman, Stock launched Robert Graham in 2001, which is now sold in over 1,000 stores in more than a dozen countries. Robert Graham shirts are also cut democratically to fit your average 25- to 65-year-old man, says the exec, in explanation of the brand's broad appeal. Then there's Stock's mantra, "knowledge, wisdom, truth," which comes enfolded somewhere on every Robert Graham design. It's a prized detail, especially with members of the Collector's Club, whose membership is reserved for those owning 100 or more RG button-ups. The brand's tag line also includes a diverse celebrity roster, which runs the gamut from Jimmy Fallon to Tiger Woods.

It's not rocket science, says Stock, of his dress-for-success formula. "When men wear our shirts they feel good about themselves. They feel happy and confident. They put a smile on their face."



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60 HARRY

# M

**MICHAEL  
BASTIAN**  
of GANT  
THE PREPSTER



Without *Elvis* ever being in *Spain*, a small town to update New York. He went to school in Wellesley, Massachusetts, and then worked at Tiffany & Co., Polo Ralph Lauren, and Bergdorf Goodman where he was men's fashion director for five years. Talk about an American education.

No doubt, the experience helped foster Bastian's deep appreciation for American sportswear — that unromantic mix of sporting clothes and fashion classics. In fact, since his eponymous luxury men's collection launched five years ago, his designs have celebrated Kennedy civil and Colorado ski chic. For fall 2010, the 44-year-old has teamed with Gant, that iconic preppy label founded back in 1949 in New Haven, Connecticut, by shirtmaker Bernard Gant. The match is a natural.

"I feel like the preppy aesthetic is one of those things that never really goes away," says Bastian. "For a lot of guys it's their default setting for dressing. It just happens that now so we are in the middle of a big preppy wave following years of a more European influence."

For Gant by Michael Bastian's runway debut in New York, the designer dressed his ruggedly collegiate mannequins in prep-school shirts, slim worn-in jeans and pin-stripe cords, fine-gauge sweaters and lean, tweedy suits and blazers. It was preppy and sporty but sexy, too, and geared for city dwellers.

With these classic looks, Bastian's detailing makes the difference. "The perfect polo-shirt should be slim, well-shouldered and hit right at the hole so you can either wear it out or tuck in the front," he says. "And it should have a device that hits right above your breech, which makes every guy look like he has good guns if it's done right." No wonder the polo never really goes out of style.

# B



# K

**KEAN ETRO**  
of ETRO  
THE PHILOSOPHER



The image of an owl, perched upside-down, was the big kidnap to Kean Etro's Fall 2010 men's runway show. The designer was intrigued by the bird, a symbol throughout history of wisdom and clairvoyance, for its ability to swivel its head almost all the way round in either direction — all the better to catch the subtlest signs and signals of what lies ahead, especially in the dark. Philosophically speaking, the designer was suggesting his vision for fashion's future.

And the message was indeed prescient. Etro's mix of fine fabric, elegant tailoring and romanticism appeared just the ticket for our tumultuous times. Inspirations were many, visiting the hunt club at one moment, channeling Sherlock Holmes or a sophisticated Goth at another. (The Anglo element also seemed apropos, given that Etro is a born-and-bred Italian, but was educated at Cambridge.) Tartan-lined coats and lean aviator-inspired leather bombers were teamed with skinny trousers and jodhpurs cinched with leg warmers and garters. All came in deep woodland hues: chestnut, blackberry, bark and moss.

Slightly dandy, yes, but all was rich and thought-provoking, not costumes. In this way, the fall 2010 runway show was a very Etro moment. For 20 years, the designer has expressed his imagination, myriad ideas and theories, art and culture, design and technology as collages rendered in fantastic but wearable apparel and accessories.

"Curiosity is essential to life," he has been quoted as saying. "He creates wow-factor in a very sophisticated way," explains Jeff Farbstein, executive vice-president and merchandise manager at Harry Rosen. "He'll mix lime green with pink and brown and it will turn out to be a bestseller. He doesn't really care about what people think." **h**



# S



## KEAN ETRO of ETRO

THE PHILOSOPHER



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