



*Martin Greenfield*

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HERITAGE BY MARTIN GREENFIELD  
**PRESS KIT**

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**\*Special Issue**

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24-48

## THE 25 BEST MEN'S STORES IN AMERICA

Some are great because they have impossibly hard-to-find brands, or salesmen who know way too much about suits. And some are just beautiful rooms you never want to leave. These are 100's picks for the best of the very best.

**NO. 24**  
**RALPH LAUREN'S HARBOR AT THE BEACH**  
BIBB, N.H.  
Only Ralph could lease a store this perfect—a weather-beaten barn set off a road... that happens to be the loneliest shopping street in the Hamptons. Inside, new plaid shirts wrestle with old boots and other collectible ideas to a bygone America.

**NO. 25**  
**THE BEST TOWNHOMES FOR YOUR JOB**  
WYOMING SHOP  
Rene Holguin has channeled his family's boot-making legacy into a new shop on La Cienega with a radical homemade vibe. And it's become the spot in SoCal for far-out leather goods: bags, wallets, and Native American neckties, mostly made in the workshop out back.

**NO. 26**  
**THE CHEAPEST SPOT WEST OF TOWN**  
Nagasaki's New York  
HAWAII, H.I.  
This Garment District outpost, by the same guys behind higher workwear label Engineered Garments, is so edgy it hurts. The staff look ripped from the pages of Japanese fashion rags, and the racks are full of stuff that's about 10 percent more out-there than what you're used to putting off—but you'll still be inspired to try.

**NO. 27**  
**WHERE SNEAKER HEADS BODE**  
Bodega  
BOSTON, MA  
Hidden in the back of a bodega, this world-famous streetwear spot is as hard to find as the sneaker sold inside. The only place where you can buy an 110-year-old 100-hoo and a clean pair of Jordans.

**NO. 28**  
**THE BEST PLACE TO GET HANG-PEPPER**  
Baldwin  
BALDWIN, N.Y.  
The world's best barbecue, jazz, and... jeans? You pretty much can't get it up at Baldwin. They make only a handful of gimmick-free cuts from primo salvage (and can customize from there).

**NO. 29**  
**THE BEST BUTLER MALL IN AMERICA**  
Calabon Outlets  
CALABON, CA  
Dinner in the desert? Cutthroat in Calabon? A mutant suit might seem out of place surrounded by a casino and an automated driver system, but these outlets near Palm Springs are the most stocked in the country.

**NO. 30**  
**FRAGILE, A STAKE WOODSTOCK OF AUSTIN**  
Stag  
AUSTIN, TX  
The best store in what's becoming one of the country's freshest cities, Stag offers antiques, apparel, and an apothecary: In fact, everything is for sale. Dangerous after they loosen your purse strings with a couple of Shiner Socks.

**NO. 31**  
**THE BEST-LEVEL GIFT SHOP**  
South Willard  
CINCINNATI, OH  
Buying a birthday present for the Most Interesting Man in the World? Start here. It's an easy way to snag a sleek sculpture or a sweater at this West 3rd Street standby.

**NO. 32**  
**THE PRESIDENT'S TAILOR**  
Martin Greenfield  
Chatham  
REARLEIGH, VA  
America's greatest living tailor may not have an actual store, but he's been churning out handmade suits by appointment for sixty-five years. Yes, this is the guy who makes the suits for Band of Outlaws and Rag & Bone (plus Bushwick Engine and Bill Clinton).

**NO. 33**  
**THE FASHION FOR THE BUTTLE (SERVICI 101)**  
The Webster Museum  
MIAMI, FL  
Milan Valerovic's trendy South Beach shop sells \$1,300 Lavin swim shorts and a Balmain duffel for \$3,800. The good news: In early May, Target releases a Webster crate in which everything in the collection is under fifty bucks.

# Robb Report

RobbReport.com

## BMW'S DOUBLE VISION



The 560 hp M6 Convertible and all-new 640i Gran Coupe



AUGUST 2012

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SPECTACULAR SPAS of Istanbul



• WARDROBE •

## Suitable Advice

With a new label—and his inimitable insight—Martin Greenfield offers more than tailoring.



WHEN MARTIN GREENFIELD sent President Eisenhower's custom-made suits to the White House, he tucked little notes of political advice into the pockets. Whether the president considered his counsel or ignored it Greenfield never knew, but the tailor returned to the White House quite a few times over the next 50 years to outfit a number of presidents in suits made at his factory in Brooklyn. While he has stopped hiding notes in pockets, he continues to offer insight to his clients.

At 84 years old, Greenfield—a Holocaust survivor whose concentration camp was liberated by the then General Eisenhower—remains audacious and outspoken on a variety of subjects, from politics and culture to the benefits of a hand-sewn, made-to-measure suit. Over the years, Greenfield often traveled to retailers such as Neiman Marcus and Saks Fifth Avenue to measure clients. For a long time, he was a well-kept secret among fashion-industry veterans who value the meticulous workmanship of the 140 skilled tailors, cutters, and sewers employed in his factory.

It was not until a few years ago, when designer Scott Sternberg approached him about producing suits for his Band of Outsiders collection, that the Greenfield name became known to the public. Sternberg insisted that each jacket include a tag that read, in part, "hand-tailored by the craftspeople at Martin Greenfield Clothiers, a 100-year-old factory in Brooklyn, New York." The tag generated a number of inquiries, and as Greenfield's list of private clients grew, he and his sons, Jay and Tod, decided to launch the Martin

Greenfield Heritage label, which debuted this year. The label includes a new service that offers clients in-home or in-office consultations with Greenfield or members of his team; the client chooses from a list of English and Italian fabrics and is fitted for his made-to-measure suit, which starts at \$2,500.

Greenfield's recent affiliations with other brands, such as Dun-can Quinn and Rag & Bone, also deepened his interest in working directly with consumers. "Today handmade clothing is more important," says Greenfield, who wears a tailored suit in no less than a button-down shirt, slacks, and a vest. The terra for dinner, trimmer, lighter clothes, he points out, is especially important for the made-to-measure business. "With a tighter fit, the suit must be well-tailored and handmade, so it can move with the man; a mass-produced, fused suit [which is partially glued rather than sewn] doesn't move."

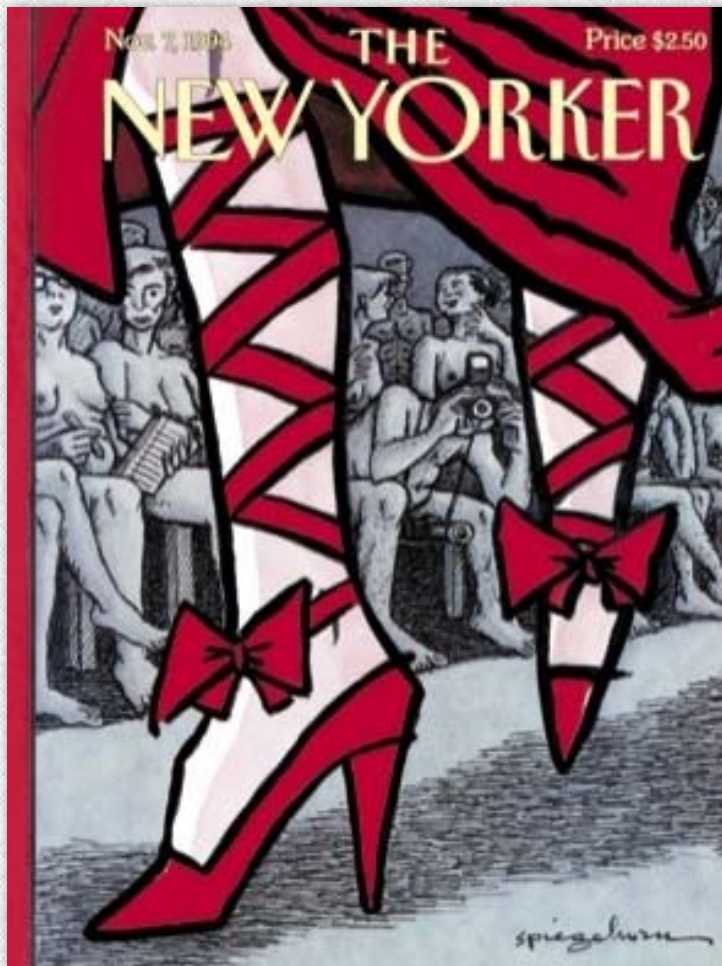
Greenfield started working in the factory in 1947 as a float boy, delivering garments to sewers. By the mid-1970s, he bought the business. Today he is most often found on the workshop floor, examining garments and even pressing suits. Time has not dulled his sense of personal satisfaction at completing a beautifully made piece of clothing. "At the end of the day, it is about quality, and that's why people come to me," he says. Though, no doubt, some of his clients still appreciate the sage advice. —JILL NEWMAN

Martin Greenfield, 718-497-5480, [www.greenfieldclothing.com](http://www.greenfieldclothing.com)

Greenfield, long a fashion insider's source for meticulous tailoring, has started his own label and made-to-measure service.







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ANNALS OF HABERDAHERY

THE SUIT DOCTOR

*You think you might have a problem with the way you dress? There's one way to find out. Go see Martin Greenfield, the man who knows suits.*

BY CHARLES McGRATH

LET me explain something to you. Martin Greenfield, the tailor, doesn't need your business. Martin Greenfield dresses the President, he dresses Paul Newman, he dresses Conan O'Brien, he dresses Arnold Schwarzenegger. He dresses C.E.O.s. He does this as a favor. You he doesn't need. You want Greenfield, go to Neiman's, go to Donna Karan, go to Brooks Brothers, even. The top-of-the-line suits there—the Brooks Brothers Golden Fleece collection, the Neiman Marcus collection, Donna's Couture suits for men—are all manufactured by Martin Greenfield, in a hundred-year-old factory building in Brooklyn. On your own, you could never find this place. Never. So why make things difficult for yourself? Go over to Brooks, fourth floor. There's a beautiful charcoal-gray suit—a hundred-per-cent Super 100 wool. It's you. Look at this—traditional three-button styling, but with a difference: Look at the way this button stands up. That's a genuine horn button, hand-sewn. You know what horn buttons cost? Let me put it this way: these buttons alone add about six dollars to the cost of the garment. Just clip on the jacket. Not too shabby, huh? It's so light you could be wearing nothing at all. This suit fits your life style, and today life style is everything. Today, it's life style, life style, life style.

All right, just for the sake of argument, let's say you know somebody who would get you in to see Martin Greenfield. Your boss, maybe. Where do you think your boss gets those sleek double-breasted john he's always wearing—the ones that give him that corporate AI Capone look? You think he finds those at Byrna?

You'll have to take yourself to Brooklyn. I'm not even going to get into that, it's so complicated. But what are you going to wear when you see Martin Greenfield? It's up to you, but my vote is for the two-button in the railhead weave—the one you bought off the rack

*Greenfield studies a buttonhole for a second, then shakes his head and says "Machine."*

last year from a Madison Avenue clothesier who shall remain nameless. The suit your wife calls the Mistake. But never mind. This is the only garment you own that isn't fused. Take it from me, you do not want Martin Greenfield to see you in a garment whose inner and outer layers have been glued together.

O.K., you're buttoned into the railhead. You got a tie on? The one from Rarvey's? Fine. So now you're sitting in Martin Greenfield's office, on the third floor of the hundred-year-old factory building, and, admit it, the place looks like—well, not a shop, exactly, but the kind of office where salesmen in a David Mamet play might work. Let me explain

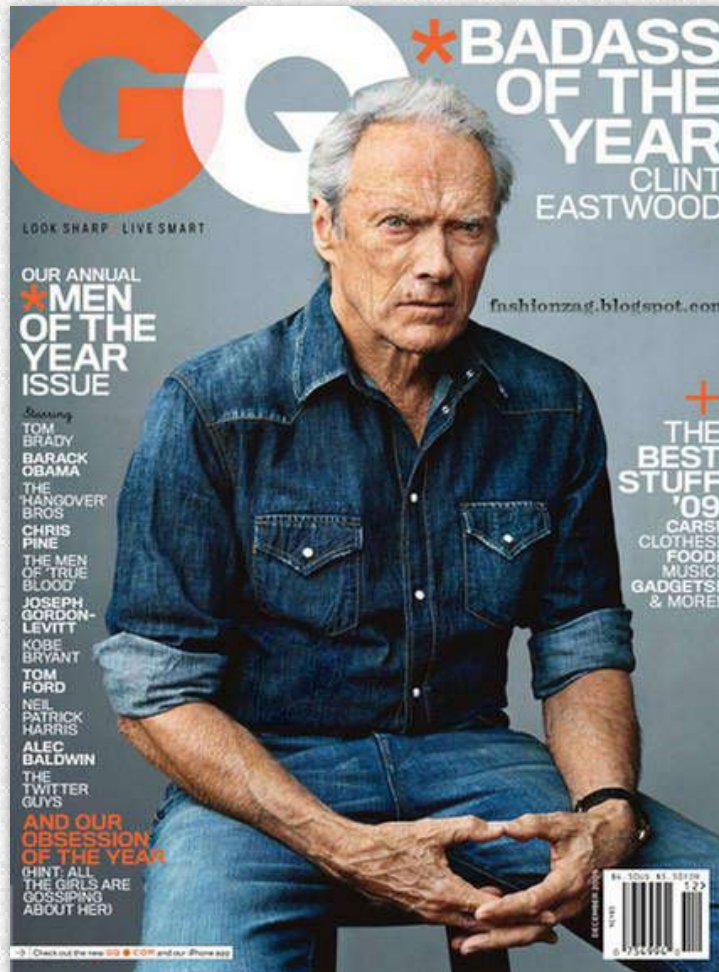
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WEEKLY

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**15 Baby Bumps Inside!**

Catalyzen HIDING HER PREGNANCY

Tori FORCED ON BED REST

Wendy WEIGHT-GAIN FEARS

Drew HOORAY! IT'S A GIRL

**Breakout Style Star**

**KRYSTEN RITTER**

Whether model looks and striking taste, the actress is quickly eating her stripes as a serious stylist. "My style is sort of *Blade Runner* meets *Breakfast at Tiffany's*," Krysten tells *Life & Style*. To get red-carpet-ready, she adds, "I like to photograph the outfit and sleep on it... then see if it still seems like a good idea the next day!"

**MORE SUMMER STYLE AWARDS**

**Best Morning Wake-Up Call**  
There's no better combo in the a.m. than a cup of coffee and Carrie Keagan. Plus, we need the caffeine to keep up with the *Big Morning Buzz Live* host's bubbling energy at 10 o'clock in the morning on VH1.

**Best Bespoke Tailor**  
The go-to guy for an impeccable suit? Stevie Felig, who creates custom designs for the label Martin Greenfield Heritage. Word is Tom Cruise, Ryan Seacrest and Leo DiCaprio have him on speed dial!

**Best New Vocalist**  
Jermaine Paul was the underdog on *The Voice*, but he nabbed the top prize (and legions of fans) with his soulful sound. Stay tuned!

**Best Up-and-Coming Designer**  
Kara Laricks' big victory on *Fashion Star* and the magical gown she designed for the show have everyone wondering which A-list celebs will tap her for their next big red-carpet moments.

**Most Stylish DJ**  
Cory Kennedy spins tracks for star-studded parties all while dressing the part of an indie darling, of course.

**Best Hairstylist**  
An appointment with hair guru Oribe might be out of the question, but J.Lo's mane man shares his creative genius with his luxurious Oribe Hair Care collection.



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SEPTEMBER 26, 2011

**EXCLUSIVE INTERVIEW**

**TEEN MOM FARRAH: WHY SHE GAVE UP HER BABY**

The shocking reason she changed her mind about keeping Sophia  
 Their emotional goodbye  
 A selfish decision or a sacrifice for a better life?

**KENDRA CONFESSES: I HIT MY HUSBAND**

**JUSTIN & JESSICA FINALLY — A WEDDING!**

**BACHELOR PAD ENGAGEMENT: WHY SHE CHOSE BLAKE**

**MARC CAN'T HANDLE IT: J.L.O. & BRADLEY'S**

**Stars' FABULOUS LIVES**

**Justin Jewels**  
 Real men do wear jewelry — just ask **JUSTIN BEBER**. The singer loves Lacey Ryan's hand-made bracelets and necklaces, which are crafted from colorful stones and charms. laceyryan.com

**Sleep Tight**  
**WHITNEY PORT** is a fixture on the party circuit, but the starlet knows how to wind down. Her secret? Dream Water, an all-natural sleep enhancer that comes in calming flavors like Snoozeberry and Lullaby Lemon. Bonus: no calories! @drinkdreamwater.com

**Custom Luxury**  
 Dancing With the Stars' latest stud, **DAVID ARQUETTE**, has a fresh wardrobe to go along with his new gig. To flaunt his refined style, David opts for Vita Di Lusso suits, designed and tailored by Steve Felling. The luxe label offers high-end, hand-made bespoke clothing to Hollywood's hippest gents. vitadilussosuits.com

**The It Pants**  
 You know Rich & Skinny jeans are hot when they're the only brand allowed on the Gossip Girl set! **BLAKE LIVELY** and the rest of the cast love these pants so much, they're sporting them off the set, too. The intricate tailoring makes you look pounds lighter. neimanmarcus.com

**Jaime's Jewelry Is Fit for a Queen!**  
**JENNIFER KHAN** plays a simple Southern belle on her new show, *Heart of Dixie*, but she was the epitome of over-the-top Hollywood glamour at the CW fall-preview party in L.A. on Sept. 7. The actress wore more than \$16,000 worth of Le Vian jewelry, including rose-gold-and-black-diamond earrings, a \$12,500 gold Glastar diamond ring and a leaf ring (right).

*She's glowing in gold!*

Le Vian 14k-rose-gold leaf ring, \$7,047  
 Black diamonds are extremely rare.

70 September 26, 2011

# 25A

SPRING 2012

MAGAZINE FOR  
THE GOLD COAST OF  
LONG ISLAND

**ARAH JESSICA  
PARKER**  
*Grace & Elegance*

FASHION, BEAUTY, TRAVEL,  
LIFESTYLE, EXCLUSIVE PHOTOS,  
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## Profiles

### MARTIN GREENFIELD CLOTHIERS



Tod Greenfield, Martin Greenfield and Jay Greenfield

Martin Greenfield Clothiers in Brooklyn was started in 1977 by Martin Greenfield, after he bought the factory from his previous employer, GGG Clothes. Martin had worked his way up from an entry-level floor boy in 1947 to vice president of production before that company closed in 1977.

Martin started as a manufacturer, but quickly developed into a hybrid manufacturer/contractor. Customers supply their own fabric, thereby saving themselves the manufacturer's fabric markup. This business model provides stability, as every garment produced is sure to be delivered. The company doesn't have to deal with unsold merchandise, and there are minimal sales costs.

This model requires customers to decide what merchandise they require in advance and commit to it. They serve innovative designers, specialty retailers, costume designers, and discerning individuals. Jay Greenfield joined the company in 1985, and

Tod Greenfield joined in 1985. Working together with Martin, they continue to grow the company.

Martin's 65 years spent producing intrinsic value, together with Jay's and Tod's combined experience, has established a superb reputation. Martin Greenfield Clothiers has achieved worldwide notoriety, great press coverage, and a loyal customer base. The company produces the finest hand-tailored suits, tuxedos, sport jackets, slacks, and overcoats at their price point.

As the very last of what were once over 2,000 similar clothing factories in New York City, Martin Greenfield Clothiers continues to operate as a union shop out of its 1917 location in Brooklyn. We are proud to serve as an anchor to the past and a foundation for the future of manufacturing in New York City.

[www.greenfieldclothiers.com](http://www.greenfieldclothiers.com), or call 718-497-1480.

# Fit for a president

## Clinton's tailor says candidates must stay - suitably - sharp



### Fashion

By JILL RADSKEN

**M**artin Greenfield thinks Bob Dole has a solid conservative base. Lamar Alexander, he says, has shown some recent flash. Pat Buchanan could tone it down a bit. "Dole dresses classically conservative," said the man who serves as President Clinton's tailor. "He should match his delivery to his style."

Politicians have long said that politics is fashion, but does fashion influence politics? Greenfield thinks so. In Boston this week he promotes his spring line of custom-made men's suits that he makes for Brooks Brothers, the 67-year-old tailor took time between fittings to offer primary suggestions on how the Republican candidates should dress for political success.

Of Buchanan, Greenfield said, "I'm not wild about his attire. He's big on everything you make for him, needs to be made."

But for the record, Greenfield tells an inquirer, Washington is a place where trends are followed, not set.

Trends come with a new president and new people. Clinton brought people from Arkansas. Do you think they set trends? he said, with a hint of sardonic musing with his rich Czechoslovakian accent.

Those who are setting trends in men's suits are doing so in Greenfield's suits.

In addition to Brooks Brothers, he counts Donna Karan, Fox Television and Netman Manetta among



"TRENDS come with a new president," says tailor Martin Greenfield, 67, who will be Clinton's most controversially sought suiter, top. Greenfield gives a thumbs up to the style of Bob Dole, above left, but says Pat Buchanan could use a few pointers.

his biggest clients.

"They call me legendary," he said, nodding in agreement with a star sign advertising his celebrated status.

But the road to celebrity was not easy. The Czechoslovakian-born Greenfield emigrated to the United States in 1947, shortly after being liberated from a Nazi concentration camp. Greenfield and Nobel Peace Prize winner Elie Wiesel wear the

Turn to Page 32

◆ MICHAEL JACKSON 1958-2009 ◆

# Jax was sew secret



Tailor Martin Greenfield (L) at Brooklyn shop with sons Jay and Tod. The elder Greenfield was commissioned to make suits (sketches inset) for Michael Jackson. Photos by Linda Rosier/Daily News

## B'klyn tailor made suits without seeing the star

BY DOUGLAS FEIDEN  
DAILY NEWS STAFF WRITER

IT WAS the most off-the-wall job a Brooklyn tailor-to-the-stars had ever gotten.

Brooklyn's Martin Greenfield has fitted Paul Newman and Bill Clinton — but it didn't prepare him for working for Michael Jackson.

It was a cloak-and-dagger operation.

Greenfield, 80, wasn't allowed to meet the King of Pop. Handlers explained, "Michael doesn't do Brooklyn." He couldn't get measurements, had to use Jackson's stylist as a stand-in and had to work from headless photos of the star.

Despite the constraints, the tailor delivered — a blue Italian silk suit with tapered waist, 2 inches of shoulder padding, slanted flap pockets and peak lapels that Jackson wore at a rehearsal two days before he died.

"I've measured thousands of people and I've made suits for Frank Sinatra, Jerry Lewis, Patrick Ewing and Conan O'Brien," Greenfield said. "There was nothing quite like making suits for Michael Jackson — and in the end, there was nothing sadder."

The thriller began when Chelsea stylist Zaldy — who uses only his first name — showed up in May at Greenfield's Varet St. factory.

He brought sketches for four outfits: silk and wool fabrics; metallic buttonholes for gold chains; and red jacket lining printed with images of Jackson moonwalking.

There would be no measurements, no fittings, no similarly sized suits to work from — and no Jackson, Zaldy explained.

"How can we make his costumes if we can't get his sizes?" Greenfield's son, Jay, asked.

"Simple," said the small-boned Zaldy. "He is my size, and if it fits me, it will fit him."

Greenfield's workers made a muslin — canvas upon which a garment is fashioned — and Zaldy flew it to L.A., draped it over Jackson, took photos and returned to Brooklyn.

When the Greenfields were handed the pictures, Jackson's head had been cut off.

They used them to craft a better-fitting muslin and Zaldy shuttled to L.A. again, returning with a new set of headless photos.

The process included a third time in early June. After three trips and eight photos, work was completed on two suits for the show — and two backup duplicates.

Three were shipped to Zaldy — who did not respond to calls and e-mails for comment from the Daily News — by mid-June. The last went out June 26, the day after Jackson died. The \$10,000 bill was promptly paid.

"It would have been nice if these were the first suits we made for Michael Jackson — instead of the last," Jay Greenfield said.

dfeiden@dailynews.com

# All His Tux In a Row

Master Tailor Martin Greenfield Has the Measure Of Clients Like the President and Gen. Powell

By Robin Givhan — The Washington Post — Thursday, May 15, 1997

On a Friday afternoon at the Manolo on Capitol Hill, Martin Greenfield, a gray-haired gentleman, slips on his tuxedo jacket in the knowledge that he is the best dressed fellow in the place.

He is not sick. This is simply a matter of fact, perhaps even a matter of obligation, because Greenfield is a tailor.

He is not merely an anonymous seam, a designer, manufacturer of garments. He is a true tailor, a problem-solver. A diplomat. Confident, careful, patient.

"I always suggest the right thing. Sometimes [people] don't listen," Greenfield says. "What can he do?"

"I can't make you drink the water."

As a young man learning his craft, he'd slip into the pockets of suits heading to President Eisenhower. Greenfield's self-named company, a Brooklyn-based concern, produces hand-tailored suits for Brooks Brothers, Donna Karan and others. President Johnson and Ford have worn his handwork. Today, he is the tailor who knows that around Gen. Colin Powell prefers to wear a single-breasted suit when giving a speech. It means he doesn't have to deal with complicated buttoning and unbuttoning in fits with extra fabric.

Greenfield knows that President Clinton has a particularly slim neck—and that notion of his (tailors are greatly exaggerators).

"A lot of people worry him of being fat," Greenfield says. "He's in very good shape."

The tailor understands that a vest often did not begin with fine dry goods, the handiwork of skilled fingers—now an omnipresent machine—and an impeccable fit. By the time it is completed, though, it has become much more than a mere garment.

"A suit is a triumph of civilization," says art historian Anne Hollander, author of "Suits and Suits."

A man transforms a man into a figure of authority, cloaks him in power and endows him with an aura of seriousness and respectability. But this only happens when the suit is well-tailored, made of chosen fabric in a number of ways.

Men of stature—our those with bely aspirations—do not announce their presence with old jackets, leather pants, orange, asymmetrical silhouettes and other foppish accessories. The man in the Ivy League suit wants to be called "Mr. Brad"—or least see on his face.

Consider the tailor's art.

Greenfield's ensemble has a certain amount of dash, in it are four run-of-the-mill suits or given plaid number, but a twilight blue double-breasted suit with a sky blue windbreaker plaid. His shirt is a crisp shade of periwinkle, and heaves fabric that it should have a broken-down collar. The tie is a geometric print four-in-hand in which navy diamonds. In his breast pocket is a square of navy silk with sky blue polka dots. But the real measure may be revealed long after he has noted the recent arrival of fat-finger trousers, the slung satchels between them-on-two and two-on-one button shirts, and that wireless jacket on an American coastline—obtained in one fabric during World War I—on a European one.

When he slips off his jacket to settle into the car that will take him to the airport for his flight home to New York, one catches a glimpse of Greenfield's accessories. The fabric with their silhouettes will change

straight-shooting advice.

"I used to hem after a while. 'This is the way you have to dress. If you don't dress the right way, you could ruin my reputation. You're going to be on TV; you see how the shot is, how the tie is,'" Greenfield says. "Whenever I see him in my suit, it better be right because if it's not right, I get calls."

The tailor launches into a mock telephone exchange with a colleague: "Did [I] make that shoulder? Yes, I put the bumps in it so you could call me."

"[Clinton] is not a clothes horse. These stupid people would rather be in jogging clothes," Greenfield complains. "When he first came to Washington, I said, 'This wardrobe is not going to work. There were too many leather jackets and not enough suits.'"

"I try to have everything in dark colors," Greenfield says. "He likes cotton. He prefers single-breasted."

At the first White House state dinner of his administration, Clinton wore white eye by Martin Greenfield for Donna Karan.



The Making of a Tailor

It can take up to 100 hours to make a single Greenfield suit. The Golden Thread label he manufactures for Brooks Brothers is priced at \$900 and up, particularly if the suit is made-to-measure. The top-of-the-line Donna Karan Couture suits, the ones the president wears, start at \$1,195. His made-to-order models, which Greenfield also handles begin at \$1,000.

The tailor has been in business for 50 years. Before Greenfield owned the factory, he worked there. He was still a teenager, a migrant immigrant from Czechoslovakia and a Holocaust survivor. Just starting off, he couldn't speak English and he didn't know how to cut a suit. He was a "floor boy," carrying bundles of unfinished garments from one tailor to another. He learned his craft there, eventually bought the factory and works it with his two sons, Jay and Ted. His wife, Arlene, is an artist.

"Thinking to each other," Greenfield says.

When he sits down, the blazer doesn't pull away from his neck as if it wanted to stand at attention of its own accord.

Powell's cousin Bruce Ewellson, issued business suit and owner of the Philadelphia Coca-Cola Bottling Co., introduced Greenfield to the general. Ewellson arranged the meeting at the Waldorf Astoria in New York. The Persian Gulf War had just ended, and Powell said Greenfield that when he returned, he'd need "a new uniform."

When Powell finally did shed his Army green uniform, he turned to Greenfield.

"He looks so good because he loves to dress," his tailor says.

A general has to dress every day. He's the role model for every soldier. He has to be perfect," Greenfield says.

It would be easy, he says, to start the name that Powell is his most discerning customer. But that would not be true, Powell refers to Greenfield's name. "We've become friends," Greenfield says. "He relies on me."

Powell said through a spokesman, "Martin's an artist, the best in the business."

The major aficionados of bespoke suits in Washington are the lawyers, lobbyists and bankers. They come in and spend as much on clothes as others spend on a car. They're very finicky.

Washington's political establishment, the folks who haunt Brooks Brothers, for instance, believe in the navy or gray, three-button, single vent, suit-and-suit. (He is a well-tailored suit the legal bills over the top button.) "It has a small shoulder and is full in the girl area," says a diplomatic Bill Johnson, Brooks Brothers sales representative. In leg-men's terms, it's a suit that will accommodate a person.

Johnson pulls out a made-to-measure suit designated for Bob Dole—a Marine Greenfield Golden Thread. It's a three-button suit-and-suit suit. "I give him plaid pants; they make him look more stylish," Johnson says.

The color is a rich, though it's a shoulder button with flecks of black. Not since Ronald Reagan has brown been a power color.

Today, Clinton does not see the fabric store for most of Washington's elite power brokers. More often, these men are following the president set by their fathers and grandfathers. Clinton, explains Johnson, is a big-time ally for tailored Washington suits.

"He looks good," Johnson says, "but Donna Karan is a little much for them." Hat suits typically are made of soft wool crepe with flat shoulders, low gorge (lapel position) and low button stance.

"I get more compliments [on Clinton's attire] from the foreign press because they like the modern look," Greenfield says.

The tailor can't resist a smile. He has been known to wear a \$4,000 suit. He was made of a luxurious cashmere fabric and it is like a cloud of cotton and Greenfield knows that a

