

**Andrew Weitz** was a successful talent agent to some of the biggest names in the entertainment industry. Then he left it all behind to pursue his dream of working within menswear. Plaza Uomo met with the best-dressed man in Los Angeles, who is now a style consultant for Hollywood's elite.

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# FROM L.A. WITH STYLE

Andrew Weitz photographed exclusively for Plaza Uomo outside The Beverly Hills Hotel in Los Angeles in February this year.



## IN A HOLLYWOOD

boardroom in 2006, one of the entertainment industry's most powerful men and inspiration for Entourage's Ari Gold, Ari Emanuel, is suddenly fixated by Andrew Weitz's breast pocket, points at it with his finger and asks: "What the fuck is in your pocket?"

There's a pause before Andrew Weitz, at the time one of the most promising agents at the talent agency Endeavor, glances down at the Turnbull & Asser fabric, looks up and smiles: "It's a pocket square."

At this time, Hollywood executives rarely ventured beyond the black and navy, often ill-fitting, suits that many regarded a staple item in a successful

gentleman's wardrobe. In fact, apart from sticking to the black tie dress code on the red carpet, the it-people of Los Angeles were most commonly seen sporting ripped jeans and T-shirts.

"As fashion started to transition, people were just staying in the same suits," Andrew says. "But I kept moving forward with it and wanted to up my style. I just thought, 'Wow, how cool it would be to go old school and put a pocket square into my jacket'. Not neatly folded pocket squares like you see in *Mad Men*, but a more creative poof. When the meeting was over I just thought to myself, 'Wow, if people are noticing that, I'm going to buy more'.

It's a sunny January afternoon when we meet Andrew Weitz in Los Angeles. He's disarmingly friendly and professional, and excited about some news he received earlier in the day. British *GQ* has named him one of the best-dressed men internationally, next to superstars such as Pharrell Williams and Ryan Gosling. Andrew is still struggling to take it in. "I was like, 'this can't be right', he says. "I clicked on it and there were ten guys. All very well known... and me! It was very nice to see."

*GQ*'s recognition serves as a final testimony that Andrew Weitz has switched sides. From working behind the scenes, he is now becoming a star of his own making, particularly in the world of menswear. As a talent agent at William Morris Endeavor - International Management Group (WME-IMG), he represented such stars as Ricky Gervais, James Corden, Rob Lowe, LL Cool J and many others.

Plaza Uomo first spotted Andrew Weitz in a video on the online retail store Mr. Porter three years ago. The clip shows Andrew in a beautifully designed mid-century villa, putting on a meticulously ironed shirt, chequered jacket, tight fitting trousers and a pair of loafers. The entire outfit looks as if it's been freshly delivered from Pitti Uomo's summer edition. For an LA resident, Andrew is something of a revolution.

Never before had an American been seen to wholeheartedly embrace the contemporary Italian look. "I'm a big fan of classic Italian and British styles and American icons such as Humphrey Bogart, Fred Astaire and Frank Sinatra," Andrew says.



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## ANDREW WEITZ

Age: 42.

Lives: West Hollywood, Los Angeles.

Profession: Style consultant at his own agency, The Weitz Effect.

Background: Used to work as an agent in the world's largest talent agency, WME-IMG. Weitz's clientele included Ricky Gervais, Rob Lowe and James Corden.

Instagram: @theweitzeffect

Website: www.theweitzeffect.com

Known as one of the best dressed people in his line of work, Andrew Weitz was described as looking more like an editor at *GQ* than an agent.



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## THE WEITZ EFFECT

### HOW IT WORKS

- First, there's a consultation with the potential client. I prefer to do this at their home so I can see what's in their closet.
- I then choose which program my company offers that best fits their needs.
- Depending on the program, I arrange a curated shopping experience, either in stores or in the privacy of their own home.
- Once the apparel is selected and tailored, we have a second fitting to make sure everything fits perfectly.
- Outcome - The client is standing fully in his power and ready to crush it in the world.

Style consultant on the go. Andrew has worked with some of the biggest names in Hollywood and beyond, but insists, "All of my clients are strictly confidential."

## “Ari Emanuel looked at Andrew’s pocket square and said: ‘What the fuck is in your pocket?’”

In Hollywood, he's been known as one of the best-dressed men in the industry. In fact, when *The Hollywood Reporter* interviewed Andrew for a story headlined *Secrets of Hollywood's best-dressed male agents*, they described him as “looking more like a GQ editor fresh off the front row at Paris Men's Fashion Week”.

It was down to his passion for style that he decided to leave his sought-after position at the agency two years ago. Started by Andrew in March 2014, *The Weitz Effect* is a style consultancy aimed at powerful creatives and influencers within the entertainment, sports, technology, and finance industries.

**ANDREW WEITZ WAS BORN** in October 1973 in Philadelphia. His first memory relating to style and appearance is when he was taken ill with the flu at summer camp when he was 12 years old.

“I was sick in bed and had to go to the infirmary. When the counselor came in to get me, I could barely move, but I got up slowly and looked in the mirror to make sure my hair was perfect. I then said, ‘Okay, we can go now’. I will never forget that moment. I just knew I always wanted to look good. Maybe because both of my grandfathers were snazzy dressers.”

When Andrew's older brother Richard left to pursue his dreams in Los Angeles (he is one of the board members of WME-IMG and widely seen as one of the most powerful men in the TV industry), Andrew soon followed. However, becoming a talent agent was not the first thing on his mind, as he toyed with the idea of joining the Secret Service or becoming a teacher. “The common ground for all my ideas was that I wanted to help people, so I thought I might as well help actors become movie stars and television stars while I build my career.”

Andrew Weitz's background is likely to perplex those unfamiliar with the agency industry.



**L.A. CONFIDENTIAL**

Andrew Weitz shot in Beverly Hills, the Los Angeles district with the most exclusive fashion stores. Andrew offers clients private curated shopping experiences with the professional guidance from his assistant and tailor at designer boutiques and department stores like Neiman Marcus.



## As an agent, Andrew worked with movie and television stars. “It wasn’t an easy decision to leave.”

But in an era when an actor can earn up to 20 million dollars per movie, their delegates are as powerful as ever. The television series *Entourage*, and particularly its central character, the verbally abusive and deal hungry Ari Gold (played by Jeremy Piven), gives something of an insight into the industry. Ari Gold is loosely based on Andrew Weitz’s old boss Ari Emanuel, and Andrew won’t deny they have a similar persona. “WME-IMG is the largest agency around. They represent a broad variety of entertainment sectors, such as talent, literary, motion pictures, scripted television, non-scripted television, music, theatre, commercials, speakers, branded lifestyle and now fashion and college sports since acquiring IMG.” He goes on to tell us that as an agent you not only have your personal clients, but you also help represent the clients of the agency.

“My niche was British (comedy) talent. I represented Ricky Gervais, Stephen Merchant, Russell Tovey and James Corden who I brought to the states. In addition to my own clients, I also played an important role in helping to vet opportunities and present offers for agency clients like Matt Damon, Ben Affleck, Charlize Theron, Hugh Jackman, Christian Bale and Steve Carell, to name a few.”

As an agent, Andrew’s lifestyle was on par with that of Hollywood’s finest. Surrounded by glitz and glamour, attending red carpet events, travelling the world to meet with clients filming abroad, and partying with A-list celebrities were a natural part of his day-to-day life. He spent his 35th birthday in Morocco as one of his clients happened to be working there at the time. Surely the decision to leave all of this behind to start afresh was a hard one to make?

“It’s always difficult to leave a fantastic work environment, even if you’re happy, not happy or long to do something else. I was working at this place that had access to everything and all of a sudden I was going to give it up.”

**IN ORDER TO EXPLAIN** why Andrew Weitz opted out of the Hollywood glamour, we have to return to his urge to help others. When asked about this drive, he gives us several examples of how it’s been manifested throughout his life – from that time in summer camp when he helped a camp mate make friends with the popular kids, to the many times he has helped colleagues and clients by giving them style advice. Then he goes on to tell us about a stand out case, a guy he met through a mutual friend 9 years ago.

“He had moved here from New York and he was a mess. Not only was he overweight and his style non-existent, but his marriage was rocky, he was a distant father and had a hard time at work. As we got to know each other, I said to him, ‘Now that you’re living, let me help you get acclimated.’ The first step was to do something about his style. No disrespect to Versace, but he was dripping in it. I took him on a shopping trip and showed him how to upgrade his style and present himself in the appropriate manner.”

“I told him that he needed to change some habits in his life and over the course of two years he did it. He lost 70 pounds, found his personal style, became a more engaged father and grew his business over \$200 million. The transformation was, and still is, unbelievable. He is a completely different human being from when I first met him; not only on the outside, but also on the inside. I will never forget at my bachelor party 6 years ago, he stood up and told everyone what an impact I had made on his life. That’s when I decided I had to do this for other people, and that’s where it started.”

Not long after that, Andrew took the step to charge for his help and expertise and took on his first client, a colleague. When the end result “had [the colleague’s] wife’s friends convinced that he had a mistress” he knew this was something that could be turned into a full-time career.

“Men’s style has really taken off over the last few years. Style is a major part of



### ANDREW’S STYLE ADVICE FOR SUMMER

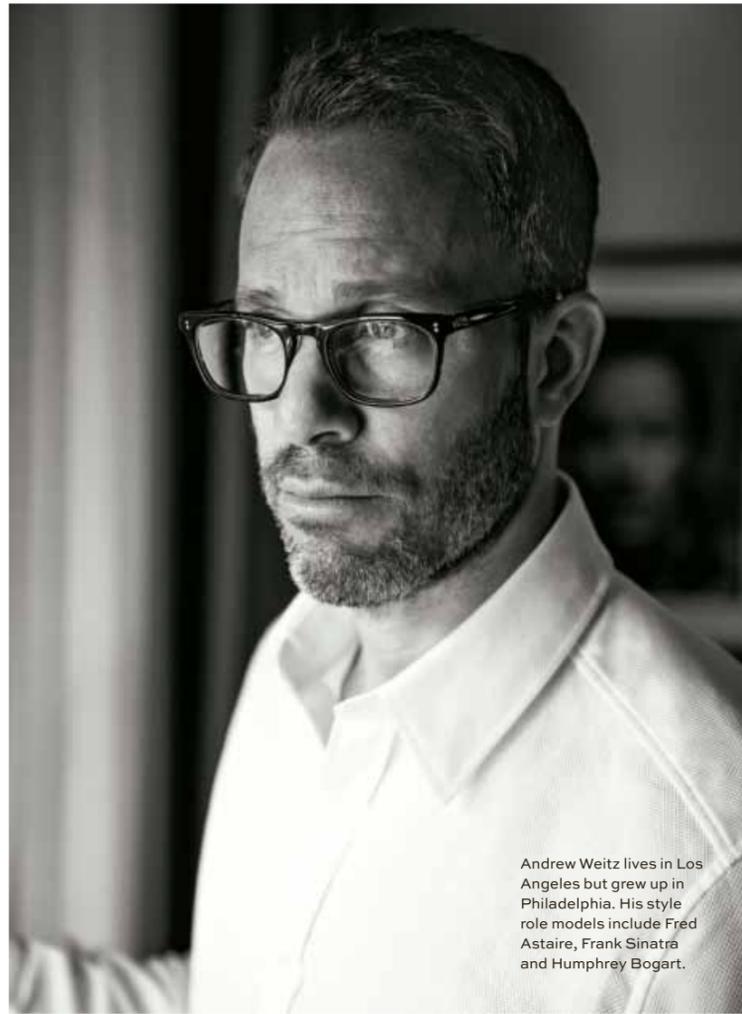
- It’s time to break up the traditional **TUXEDO** and pair your tuxedo pants with a sophisticated and classy dinner jacket. The jacket can be a solid white, blue or burgundy, but to step out of the box, wear a dinner jacket with a bold (and sometimes) colourful pattern.

- Throw a **SHORT SLEEVE T-SHIRT** on over a button up/down shirt and be sure to roll your sleeves up to the middle of your bicep. If a button down, don’t even bother to button the collar. Let it loose. A very cool and modern look!

- As we are currently in the sweat pant craze, take it up a notch and wear a **CARGO PANT** with a cuffed elast bottom or zippered bottom (that is not a sweat pant). Dress it up with a sporty blazer or down with a t-shirt and bomber jacket. Add a designer sneaker, perhaps a high top, and go rock the look.

- If you are looking for a **SUMMER SUIT**, get your money’s worth and find one that can be worn three ways.

- It’s definitely worth investing in a pair of **DESIGNER SNEAKERS** this year. Depending on the colour and make, they can be extremely versatile and a perfect complement to jeans, chinos, trousers, and suit – even a tuxedo.



Andrew Weitz lives in Los Angeles but grew up in Philadelphia. His style role models include Fred Astaire, Frank Sinatra and Humphrey Bogart.

**“Some clients have an unlimited budget, but that doesn’t mean I’ll go out and buy them 35,000 dollar alligator bags.”**

life now and it’s not just for women. You are your business card. If you dress like a slob, people have a propensity to think of you as lazy. I always tell people: ‘If you don’t jump on the train now, you’re are going to be left behind.’”

Today Andrew Weitz helps several of the most powerful men on the US West Coast. As expected, many of his clients are active in the entertainment industry, but he also helps heavyweights in Silicon Valley and the finance industry. Andrew is keen to point out that he’s not a tradi-

tional stylist, as he doesn’t pull outfits for a special event, nor is he a personal shopper, as he doesn’t charge by the hour. Instead he is a consultant who specializes in style education providing complete solutions that involve analyzing his clients wardrobes, arranging private shopping experiences, and delivering a ‘style book’ that maps out the clients wardrobe and instructs on how to wear and match different garments. The service doesn’t come cheap, but then most of Andrew’s clients are hardly the type to worry about

money. A large percentage of them have no budget.

“But that doesn’t mean I’ll go out and buy them a 35,000 dollar alligator bag. I’m actually more likely to advise my clients not to overspend. I had a client who wanted to spend 11,000 dollars on a custom made suit. When he asked what I thought, I told him, ‘Trust me, you don’t need it.’ He ended up buying something better ‘suited’ for him and for a quarter of the price. It’s all about the fit and tailoring, something most men need to be educated on.”

**WHEN TALKING ABOUT THE** benefits of investing in one’s personal style, Andrew keeps returning to one key issue: self-confidence. While Europeans typically feel uncomfortable boasting about their worth, Andrew insists that his service relies on his clients’ self-belief and his business goes by the motto ‘Style. Confidence. Success.’ The greater the confidence, the bigger the success.

“So many guys tell me, ‘Dude, only you can pull that off.’ Sure, sometimes they’re right, it’s not for them, this is my personal style after all. But nine out of ten guys can do it, they’re just too scared.”

Still only at the starting point of his career as a style consultant, Andrew Weitz plans for his company to eventually span the world and has already established himself in the UK as a member of the British Fashion Council.

“I’m still building; it takes time. I’ve had the opportunity to meet some incredible people, from Net-a-Porter’s founder Natalie Massenet to Tom Ford. As a talent agent I frequently travelled the world and I thought this new role would mean the end of that. But I still travel a lot and I certainly am working towards building a global company.”

As our meeting is nearing an end, Andrew tells us that his former client, Ricky Gervais, is the host of the Golden Globes, one of the many red carpet events during the upcoming gala season.

“I helped to get him the gig the last three times he hosted. So now I have a choice to make. Do I go to the Globes and to all of the parties as I’ve done in the past? Or do I go to Europe for Fashion Week? I decided yesterday, ‘Fuck it! I’m going to go to Europe. Start in London and then go to Florence for Pitti Uomo and then to Milan.’ So that’s it. I’ll go from there.” @



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**ANDREW’S FAVOURITE BRANDS**

**TOM FORD** – Beautiful fabrics and knits, slim fitting and tailored exceptionally well.

**CANALI** – Their latest collections have been moving fashion forward. The fit and style is hitting the mark.

**LORO PIANA** – Fabric, Fabric Fabric. Just gorgeous and their slim fit/tailored line is exceptional. Shoes too.

**LANVIN** – Hip, cool, slim fitting with a sense of couture street style.

**SUIT SUPPLY** – Get the million dollar look for way less. Great fit and nice fabrics. Enough said.