



1
Smart jeans:
Tom Ford.

ANDREW WEITZ

THE WEITZ EFFECT, LOS ANGELES

x x x

YEARS IN THE BUSINESS: Officially five; pro bono, more than a decade

SERVICES: Everything from a one-off "getting started" program for those who'd like "a taste of the services" to an annual retainer program.

FEE: \$500 and up



"It's about standing out in the right way."

You were a Hollywood talent manager and an agent at William Morris Endeavor; how did you get started in fashion?

"I was always known as the best-dressed agent, and it was because I wanted a competitive edge." Clients and colleagues took note, and a new career was born. "It's about standing out in the right way, minding your details, and appearing smart and in control of yourself. You're branding yourself."

What is the number-one mistake that men make?

"Old shoes that are worn out, or square-toed shoes. I see a lot of ill-fitting blazers that don't sit on the shoulders right or are a little too long. Men who wear jackets from their suits as blazers, which is a no-no. Tailoring is the most common problem. People think the bigger the clothes you wear, the more you'll hide your flaws, and that's not the case." The right tailor, Weitz notes, can elevate an item from looking off-the-rack to made-to-measure.

What's your favorite example of how fashion helped change a client's life?

"I had a guy whose wife thought he was having an affair because he looked so good, yet she was also more attracted to him than she ever had been. And a month after working with this one executive, who was a messy guy but good at what he did, his ROI [return on investment] was 20 percent higher."



2
Essential blazer:
Giorgio Armani
double-breasted.

3
Polished shoes:
Bontoni loafers.

