

A full-page photograph of a man walking towards the camera on a city sidewalk. He is wearing a grey pinstriped suit, a white shirt, and sunglasses. The background shows a city street with palm trees, buildings, and a car. The lighting is bright, suggesting daytime.

Andrew Weitz will dress you to success

STORY BY VINCENT BOUCHER PHOTOGRAPHS BY DANIEL SAHLBERG



Above: Andrew wears suit, £1,890. Shirt, £330. Both by **Gucci**, gucci.com. Shoes by **Ralph Lauren**, £435. ralphlauren.co.uk. Sunglasses by **Thom Browne**, £530. thombrowne.com

Once at the top table of Hollywood deal-making, this former West Coast super agent knows all about how to suit up for battle in the boardroom. And today his talent for wardrobe whispering has him in high demand among the world's C-suite aesthetes

One morning last October, executive style consultant Andrew Weitz was pacing back and forth just off the set of *The Today Show* at the New York offices of NBC in the Rockefeller Center. Tall, slim and fashionably bespectacled, Weitz wore a grey-and-black check Ermenegildo Zegna sports jacket, faintly striped white shirt, dark trousers and Tod's loafers. Weitz was doing his first men's makeover on a network television show and it was a milestone for his company, The Weitz Effect. His subject, a production planner named Taylor Thomas from Carlsbad, California, was similarly attired, a mirror image in his check jacket. "I didn't recognise you," the sound guy had said to him.

Weitz spends a lot of time in other men's wardrobes, but most of them are in Los Angeles, where he lives, and they belong to an elite circle of entertainment industry machers. A seasoned Hollywood insider himself, he made the leap two-and-a-half years ago from being a talent agent for eleven years at William Morris Endeavor (WME) to hanging up his own shingle as a wardrobe planner. Now he's advising the very men he used to do deals with, a clientele so select that most of his "club" is confidential, though it includes studio heads, tech CEOs, agency executives and producers and directors.

Even as an agent, Weitz had a certain style. His client list included actor Rob Lowe and a "Brit pack" including Ricky Gervais, James Corden and Stephen Merchant, who says, laughing, "I would



joke with him that I felt he was spending more time on his shoes than on my career." Weitz often got requests for wardrobe advice from co-workers, but thought he would never walk away from the agency world. On nights and weekends he did some informal consulting but the turning point came when a colleague whose life was careening out of control reached out to Weitz.

"To watch somebody who was not succeeding in his personal life, in his business life, and after working with me – and it's not an overnight process – seeing the shift and the change was just really rewarding," he says. "I wanted to help people really achieve greatness and I thought it would start with the way I care about style and fashion. I wanted to share my knowledge of why it's important."

With a client list that now numbers more than 80, Weitz typically juggles eight to ten in any given month. He doesn't advertise and mainly builds on referrals from his other customers, or he is sought out because someone has noticed one of his clients displaying a noticeable uptick in style. His website (theweitzeffect.com) features pictures of Weitz looking natty in everything from an "upper-casual" sports jacket to black-tie. His own style is his best advertisement.

"He's this incredibly fit, masculine guy from LA and he makes it kind of cool and acceptable for the average successful man to go, 'Wow style is a good thing,'" says the American-born Jason Basmajian, chief creative officer of Cerrutti 1181, who met Weitz in London. "It's all about demystifying it and making it accessible and not intimidating. With these guys, it's not about whether they can afford it. It's more about whether they care enough about it."

To get them to care about it, Weitz offers a choice of three programmes, following an initial consultation at the client's home to assess his wardrobe goals. The premiere service, also dubbed "The Weitz Effect", is a programme on which about ten executives are currently enrolled, with Weitz on permanent retainer. For these





Black and Weltz (from top): Christian Cooke, Andrew Weltz, Ricky Gervais and Richard Weltz at the Britannia Awards, 2016; Weltz at Ralph Lauren, 2016; styling client Rob Lowe, 2015; Weltz celebrates Idris Elba's partnership with Superdry, 2015; at London Collections Men with Sagabol creative director Geoff K Cooper, 2016



Jacket by **Brioni**, £4,440. brioni.com. Suit, £1,890. Shirt, £330. Both by **Gucci**. gucci.com. Shoes by **Ralph Lauren**, £435. ralphlauren.co.uk. Sunglasses by **Thom Browne**, £530. thombrowne.com



clients, he replenishes their wardrobe with new items each season, tailored during an in-home fitting. It also includes priority access to Weitz to handle last-minute wardrobe needs that come up for occasions between the seasonal shopping buys. Basically, he says, "If I see something I love, I'll get it for them whether they take it or not. Though 90 per cent of the time they do." He also prepares a wardrobe book for each season, both bound and digital, showing the way he puts outfits together for his clients' easy reference.

His other two programmes take place in-store. ("My office is Rodeo Drive," he says, although he also maintains a work address in Beverly Hills and has another office at his home in West Hollywood with his wife, Stacy, a vice-president at Sony Television.) "The Gentlemen's Season" consists of two Weitz-directed shopping excursions over the course of a month, with follow-up fittings that either focus on one aspect of a client's wardrobe, be it business attire or casualwear, or are event-directed, such as a round of award-season parties or a summer vacation. The final programme, which Weitz informally refers to as "the extra pop" is for existing clients or men who already have their style act together. It's a half-day refresher focusing on one event or injecting some seasonal sizzle with a few new items and accessories. Weitz doesn't disclose the fees for his services publicly but says they're all project-based.

Lastly, for the fellow who just wants to dip his toe in the stylish water, Weitz will also arrange for a one-off meet-up in a shop to put together a single complete outfit and give someone an idea of the process before going all-in. "Of course, almost everyone comes back because of the compliments they get, and the way they look and feel," he says. "They say, 'I want to invest more.'"

Weitz knows that scaling up his business means moving beyond the limited number of executives he can personally handle. He envisions enlarging his staff to include junior style experts, but right now adding corporate clients is the next step and he's inked a deal with his former agency WME to provide seminars for its executives



in New York and LA. And it also means positioning himself as a style expert with more TV appearances like the one on *The Today Show*. “I want to go on and say it’s OK for men to look great and take their style seriously, and tell their wives and girlfriends it’s OK for their husbands and boyfriends to look good.”

He’s also a high-profile presence in the fashion world, attending men’s shows in Milan, Florence and London, where he sits on the menswear committee. “No one from LA had been coming here,” says longtime fashion editor Elizabeth Saltzman. “He came in without a team and spent his own money and invested in himself. And everyone just took to him.” Weitz also has co-branded collaborations with fashion companies he’s discovered along the way, with a series for The London Sock Company and a pair of eyeglass frames for Venice Beach-based David Kind. And, of course, it’s all chronicled on his social media, with 52,000 followers on Instagram alone.

“My mission is helping guys and showing them that personal style, a personal brand, really affects the bottom line. The way you look is a visual business card,” Weitz says. “It doesn’t matter how great you are at what you do. If you don’t present yourself in the right light, people won’t see you.” ☞



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