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THE BESPOKE ISSUE

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Fall FASHION

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SEPTEMBER 2007

robbreport.com
A CURTGO MEDIA PUBLICATION

Fall FASHION

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CLOTHIERS MAKE *the* MAN

CUSTOM CLOTHIERS bring their tape measures, fabric swatches, and refined tastes to your door to create a complete, personalized wardrobe. They never handle a needle and thread. Their talents lie in their abilities to measure with precision and determine which fabrics, colors, and designs best suit you. And through their connections to the world's finest cloth houses, suitmakers, and shirt suppliers, they can outfit you with one-of-a-kind fashions from head to toe. ➡➡

Fall FASHION



Kingford Bavender
uses clothes to communicate a message.

IMAGE MAKER

“Your appearance sends a visual message that should coordinate with the verbal message you are trying to deliver.”



KINGFORD BAVENDER does more than just sell custom clothing; he offers you a persona. In fact, the 58-year-old Minneapolis-based clothier has developed a system he calls the Imagemaker. It helps clients plan their wardrobes, he says, based on the level of authority they want to project on any given day. “I explain how image is a communication tool and that your appearance sends a visual message that should coordinate with the verbal message you are trying to deliver,” says Bavender.

Bavender separates his client’s wardrobes into four categories, which range from denim and T-shirts (Level 1) to dark power suits (Level 4).

He also applies different guidelines for different sizes, noting that he will dress a 6-foot-6-inch man differently than he would a man who is 5 feet 8 inches tall. “The taller guy already has physical dominance above the norm,” he explains, “so I would try to soften his appearance with lighter colors and textures, whereas I might suggest a navy pin-striped suit for the smaller man to make him look taller and thinner and more authoritative.”

Bavender’s idea of a balanced closet includes three well-made suits, each a conservative shade of blue or gray. “Black is a little overpowering for daytime business, so I advise against it unless you dress it down with a colored shirt and tie combination,” he says. A high-quality travel blazer that pairs with a variety of trousers also should be part of the mix, as should a heavy topcoat, if one is necessary. “In Chicago, you need a topcoat,” he says. “But Minneapolis is probably the weakest coat market in the country because we go from heated garage to heated garage. No one ever goes outside.”

Regardless of where you live, Bavender says, making an impression with your wardrobe requires more than fashion sense. “If you’re going to the effort to create the proper image with your clothing,” he says, “then you have to go to the next step and have it made for you and fit properly.”

Three-piece suit made from Ermenegildo Zegna wool flannel cloth by Balfour Clothing, \$2,500; plaid shirt made from Loro Piana cotton poplin by Cardeens, \$350; necktie made from Geoff Nicholson woven silk cloth by RHM Neckwear, \$85; IMM Neckwear silk pocket square, \$20; Zelli suede split-toe lace-up shoes, \$325; Kingford Bavender’s own vintage Waltham pocket watch. Left: Bel Vetro tigereye cuff links, \$75.

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