

# SPOTLIGHT

# ON *Dressing Men*

by Clint Hamblin



Client John Richmond before and after



Emmi Sorokin dresses client John Richmond

At a recent party, a prominent Back Bay business leader asked Image Consultant Emmi Sorokin for a couple of tips she would recommend that would improve his look. With nary a pause, the charming Sorokin machine-gunned a surprisingly sizable list of fashion *faux pas*.

"I would first clean your dirty glasses. Then I'd throw them out and get you a new pair – something more modern and appropriate for your face." She reloaded. "The plaid shirt isn't bad – for a cowboy. Where's your horse?"

This is Boston, not Texas. Your pants are too loose, so I can't see the shape of your body, but maybe that's a good thing."

With the businessman now bleeding profusely, Sorokin continued, "How long have you been combing your hair that way? When was the last time you had it cut? Is that your natural color? We could change that."

Emmi Sorokin is a charismatic, no-nonsense advocate and personal fashion consultant for Boston men, and in a city not necessarily known for its best

dressed men, she's had many challenges.

She studied fashion design at Boston's Burdett College and also spent several years as a personal coach in communication and leadership programs focused on helping people realize their full potential. Sorokin spent 10 years in retail, including a stint at the prestigious men's clothing store Louis Boston, but she said it all really started when she was a kid.

"I've made over everyone I know since high school," she admitted. "I love going through men's closets, removing things that just don't work." And her rules are simple:

1. It doesn't matter what it costs. Just make sure it fits.
2. Hey, Action Jackson, white sneakers should be worn only when you are being athletic, and walking quickly to the buffet before it closes doesn't count.
3. Nothing ruins a good suit like an old, dated tie with an abstract

art nouveau pattern. Ties are the least expensive way to update a suit. Add new ties every year. The same rule applies to shirts. The only difference is that people can see your blunder from much farther away.

4. Unless you're deliberately trying to make your stomach and hips look bigger, don't wear pleated pants. Flat front pants are an easy way to look like you've lost 10 pounds without putting on those white sneakers and heading to the gym.

5. If the good life is catching up with your midsection, wear your shirts untucked. Although, what could be sexier than a man who has hoisted his gut up with his belt, creating a shelf for displaying his stomach and a challenge for the shirt that strains to cover it?

6. Does anyone still wear a fanny pack? If your wallet and keys make you look like you have a tumor growing from your posterior, get yourself a nice-looking sling bag or small traveler's backpack. You'll instantly go from clueless American tourist to distinguished world traveler.

7. Get help. Most men get assistance and advice with their taxes and legal matters. Why not ask someone for advice who specializes in image and style?

Sorokin explained her service. "Tell me what your functions are on your job. Who do you interface with? What kind of impression do you want to make? What are your professional and financial goals and what is your favorite style of dressing?"

Additional questions about your

current wardrobe and personal relationship goals arm Sorokin with what she needs to initiate the transformation.

Sorokin offers three plans, including The Shopping Hater's Dream for people who have no patience to shop. She does the shopping, and after two hours of the client's time, he walks away with a new wardrobe. The half-day plan includes about four to five hours of shopping, tips on how to make your clothes last and even a clothing donation drop-off to discard the things that you should never, ever wear again.

The full day includes everything in the second plan, plus a haircut, professional shave, skin care session and lunch.

What does the wardrobe cost? Starting at \$1,000, the sky's the limit.

"I love this work so much, I would dress a corpse," she admitted. "I do mostly men because of the need. Women are more conscious of style and what looks good on them. Men don't really have the voice of guidance, especially in Boston."

"I'm having a great life doing what I love and making people very happy," Sorokin said. A recent tribute to her success came from a client's wife who, after seeing her husband's transformation, immediately requested that Sorokin, "Leave us alone, because as much as I love his new look, I can't wait to undress him." Sorokin quickly exited. Mission accomplished.

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