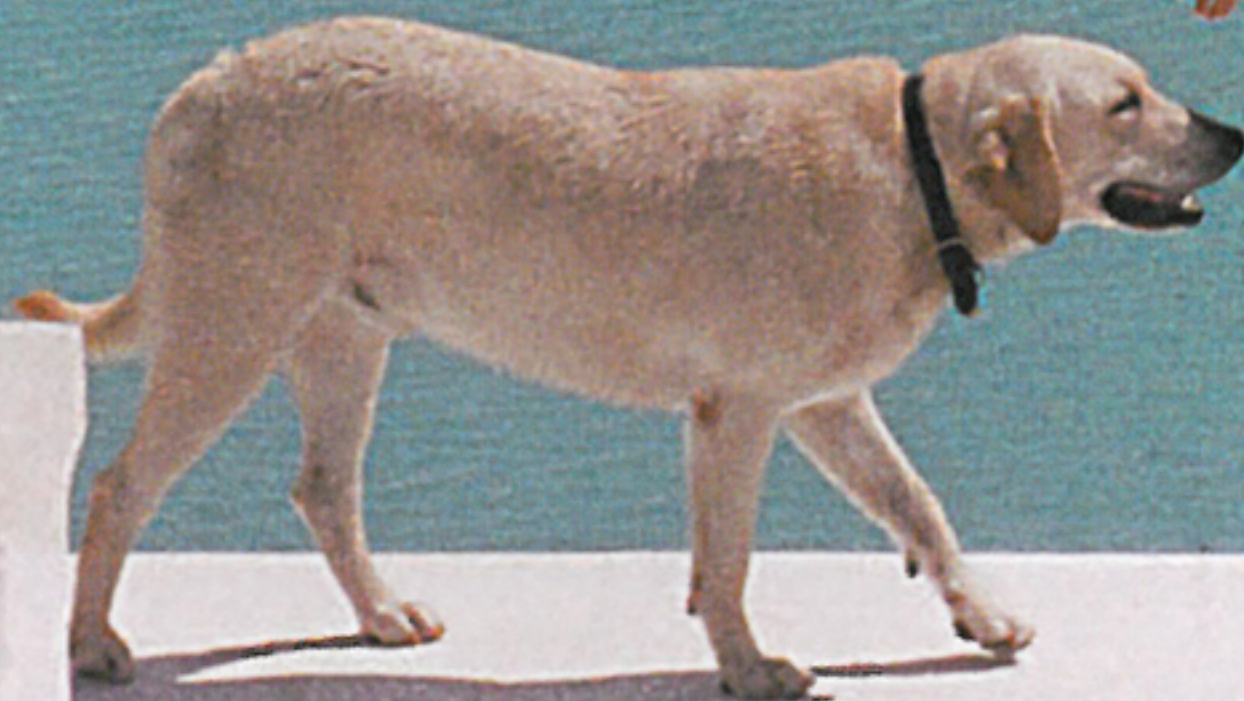


FOUR SEASONS

HOTELS
AND
RESORTS
MAGAZINE

palm beach

all the time



WHEN GEEK CHIC won't do

Gian DeCaro
suits up the
computer elite.



From left:
DeCaro in his
Seattle shop;
Bill Gates is
a frequent
customer;
a work in
progress.



son of a tailor from Calabria, Italy. He learned the trade as a teenager while working alongside his dad, who sewed custom garments. Later, after college, he decided to become a tailor himself. "Nothing else feels so good," DeCaro says. "A ready-made suit from a top designer will look magnificent if you're a perfect 40-long." But, he adds, a ready-made suit will not take into account the body's natural idiosyncrasies. That's where the tailor's handiwork comes in.

DeCaro's satisfied clients think their sartorial sage can do no wrong. Netscape founder Marc Andreessen stopped by and walked out with a closetful of \$2,500 wool suits, \$1,500-plus sport jackets, and a number of Thomas Mason shirts at \$295 each. Bill Gates also took to the elegant-but-comfortable look DeCaro specializes in. The Microsoft mogul opts for dark, single-breasted suits.

That's not to say DeCaro's boy billionaires are exactly conventional. Suit pockets for Palm devices and mobile pagers are now de rigueur, he says. Not surprisingly, so are pockets for larger wallets.

"At a certain level of success," DeCaro says, "you understand you can't go through life dressed like you live in a dorm room." Even casual Fridays can't kill fashion. "We've never sold so much evening clothing," he says. "Apparently, if everyone around you is dressing down during the day, there's a tendency to want to dress up at night."

David Hochman writes for the New York Times and Esquire.

h BY DAVID HOCHMAN

He may be a man of the cloth, but Gian DeCaro is widely considered something of a saint. As master tailor to Seattle's software elite, including Bill Gates himself, DeCaro is miraculously transforming geek into chic—one made-to-measure suit at a time. In DeCaro's shop (www.giandecaro.com or (206) 448-2812), the worshipful congregation around bolts of expensive fabric from Carlo Barbera and Ermenegildo Zegna. "People come here and realise it's great to dress in something other than khakis," says DeCaro, 44, the