

Special Section

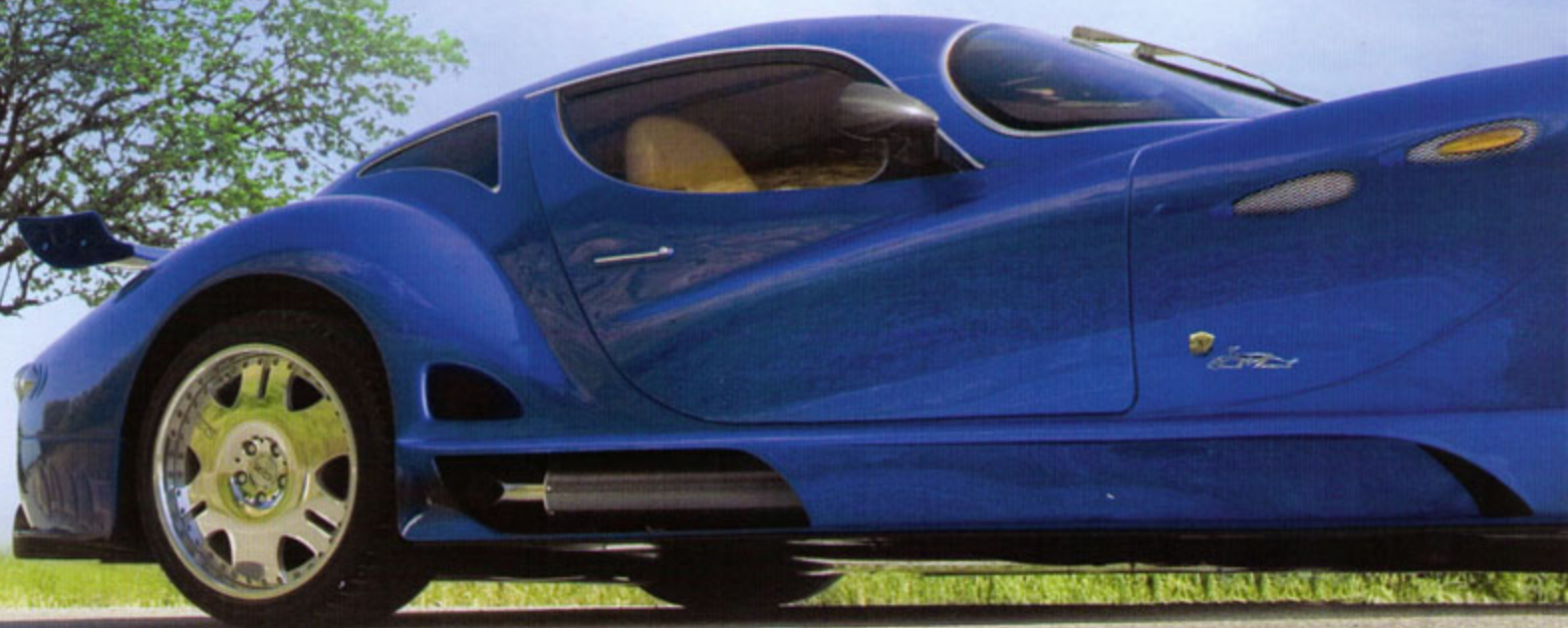
PRIVATE GOLF » The Best Clubs, Courses and Communities

# Robb Report

FOR THE LUXURY LIFESTYLE™

## THE BESPOKE ISSUE

CUSTOM-MADE  
AUTOS, CLOTHING  
& MOTORCYCLES



ITALY'S ONE-AND-ONLY ANTAS

Featuring  
**MARTINEZ**  
Custom Clothier

Fall FASHION

Ultraluxe Accessories &  
Top Personal Clothiers



SEPTEMBER

robbreport.com  
A CURTCO MEDIA PUBLICATION

*Manuel  
Martinez*  
will get you noticed.

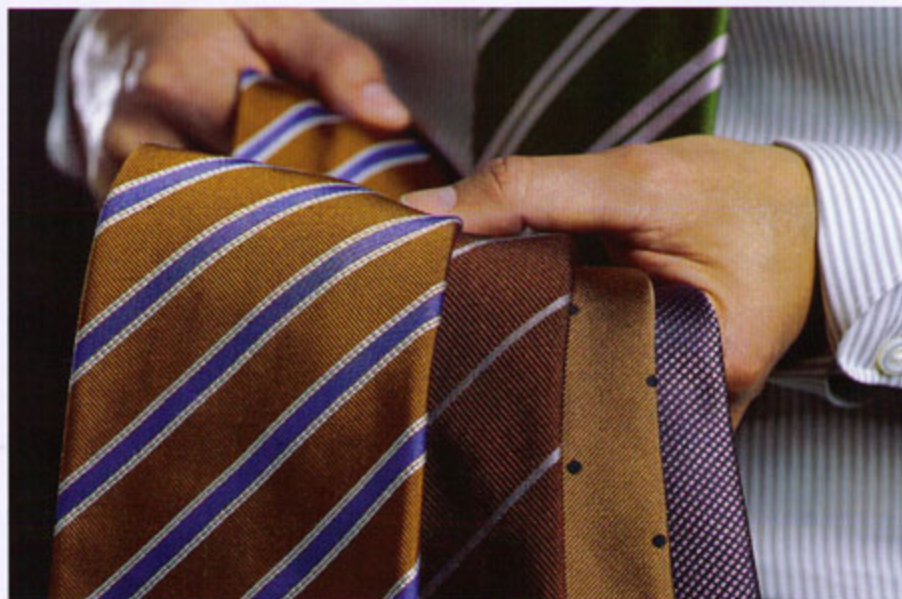


# BROTHER ACT

BROTHERS AND business partners Manuel and Rudy Martinez of Baton Rouge, La., rarely have to court new clients. Their colorful sense of style and considerable Southern charm tend to attract inquiries, albeit more often from women than from men. “Mostly it’s the wives who come up to us and say, ‘I want my husband to dress like you,’” says Manuel. “And we always reply, ‘Well, he can.’”

It requires a sharp eye to coordinate a patterned linen waistcoat with a wool tweed jacket, and it takes a great deal of confidence to wear a hot pink cashmere blazer, the way the Martinez brothers might when visiting clients at their homes. “I think clothes speak long before you open your mouth,” says Manuel. He credits their fashion sense to “parents who believed that if you dress well, people will treat you with respect.”

Most men do not know how to mix colors, textures, and patterns, says Rudy, “so we try to teach them how to do it



lapels,” he says. After graduating from business school at Louisiana State University, Rudy, who is now 45, studied fit and tailoring with a master craftsman from the Custom Tailors & Designers Association before joining his brother’s -upstart firm, Martinez

coats for formal occasions.

Ultimately, say the Martinez brothers, what you wear in more casual social settings and circumstances distinguishes you most. “Business clothing is a uniform, whereas sportswear is where a man is able to make a fashion statement,” explains Rudy. “If you’re going to a polo match in Palm Beach, why not dress like you own the horses—even if you don’t?”

*“I think clothes speak long before you open your mouth.”*

—MANUEL MARTINEZ

without looking too trendy. When they learn, they immediately become more interesting. People look at you and say, ‘I want to meet that individual.’”

Master clothing designer Manuel, who is 55, began his career in 1979 as a tailor’s apprentice in Houston and was later mentored by top New York tailors William Fioravanti and Tony Maurizio. “They helped me create my signature coat, which is a classic British shape but with a trimmer silhouette and a lot of special details, such as hand-stitched

Custom Clothier, in 1988. They work with a roster of high-end suitmakers and employ a staff of master cutters to create all of their clothing, including pima cotton trousers and madras cotton shirts for the golf course.

“Louisiana has a lot of Mardi Gras and social events, so typically our clients need clothing to take them from the boardroom to the ballroom,” says Manuel, noting that the brothers cut a lot of lightweight suits and sport coats, as well as a surprising number of tail-

Previous spread: Manuel Martinez’s double-breasted suit (right) made from Barberis Super 120s merino wool flannel by Martinez Custom Clothier, \$3,500; Egyptian cotton shirt by Duke Gambert, \$250; silk necktie by Ascot, \$125; Gladson silk pocket square, \$45; Zelli suede monk-strap shoes, \$350. Rudy Martinez’s plaid jacket (left) made from W. Bill merino wool/angora/cashmere cloth by Martinez Custom Clothier, \$2,750; Sea Island cotton shirt by Duke Gambert, \$325; Venanzi silk tie, \$125; Gladson silk pocket square, \$45. This page: custom-made silk ties by Ascot, \$125 each.

*Martinez Custom Clothier,*  
225.928.9107,  
[www.martinezcustom.com](http://www.martinezcustom.com)