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SF Designer Jay Jeffers
SANFRAN.COM

editor's note



I Dress, Therefore I Am

Earlier this summer, I was fortunate enough to moderate a panel hosted by our magazine. I offhandedly asked my colleague Autumn O'Keefe if I should don a suit or simply go with a jacket and something a little more dressed down.

"Oh, you know, it's San Francisco," she said, grinning. "Anything goes."

She's right, of course. I knew that. Silly me.

Part of what makes our city so unforgettably unique is the way we fill a room with a world of style, both sartorially and personally. Or, as Robin Williams once noted, "I can walk down the streets of San Francisco, and here I'm normal."

That dance with normal is

carried out every day by the men who live in the Bay Area. More than anything, I love their keen sense of ensuring that style is inherently personal—there's no mimicking a Hollywood icon or NBA star (although copycatting one of Steph Curry's pre- and postgame looks, styled by Oakland icon Sherri McMullen, isn't a bad move in the least).

Instead, our city's gents dress to the beat of their own fashion drum. The manifestations of this are showcased in our "Men of Style" feature inside. I had a blast talking to our subjects about their fashion influences and how they choose what to wear every day. Hint: Clothing is armor as much as it is a way of personality flexing.



From left: Our "Men of Style" feature includes Alan Maramag and Jay Jeffers.

Designer and boutique hotel owner Jay Jeffers told me fashion is part of the reason he works. "My style is similar to my interiors: collected," he said. Local stylist Alan Maramag, whose influences include the 1990s Bay Area skateboarding, hip-hop and alt-rock scene, mentioned to me that those movements opened him up to experimenting with styles. "Fashion has taught me a lot about the strength of visual communication," he said. "It has shown me that how I choose to present myself can not only affect how others act around me but can also open opportunities for careers and new friendships."

It's a formula San Francisco has embraced for decades. Long live its happy resonance.



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MEET THE FOLKYS

*These Bay Area gents prove
that success comes with an
eye on the art of fashion.*

By Michael McCarthy

Founder, Jay Jeffers Inc.
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JAY JEFFERS

Years ago, Jay Jeffers' grandmother gave him advice that he uses as a mantra, professionally and personally. "Save a little. Spend a little. Give a little. That saying can really transfer to anything in life," says Jeffers. "It's not just about money. If we all lived this life, our world would be a better place."

And if the world mirrored what Jeffers creates for clients—highly curated rooms with plenty of soul and collected stories—we'd likely possess infinite beauty. The designer, whose books include *Collected Cool* and *Be Bold*, says his personal style is similar to the interiors he conjures. "I love mixing high-end and low-end pieces with a vintage belt and cool shoes. Actually, it's all about the shoes," he says. "Fashion is a form of expression that I enjoy so much. And it's a form of armor as well. I look at fashion from a quality standpoint, not from a label standpoint. In fact, I always remove the Thom Browne (thombrowne.com) labels on the outside of the jackets. I'd rather you ask who I'm wearing."

The biggest news in Jeffers' world these days is the opening of his own boutique hotel, The Madrona (themadronahotel.com), in Healdsburg. Not surprisingly, the property has received rave reviews for its design, but critics also love its luxe accommodations and dining and beverage programs. Guests might glimpse Jeffers on the porch of the property wearing black linen James Perse (jamesperse.com) shorts, a short-sleeved patterned

shirt by Dior (dior.com), navy leather sneakers by Common Projects (commonprojects.com) and a Calibre de Cartier (cartier.com) diving watch. For Saturday evenings in wine country, he'll don Boglioli (bogliolimilano.com) chinos, a short-sleeved Brunello Cucinelli (brunellocucinelli.com) shirt, vintage belt and sandals from Mister Turk (mrturk.com).

Back in San Francisco, in addition to Thom Browne, Jeffers says his favorite fashion brands change often. His current favorites include Bode (bodenewyork.com), Dries Van Noten (driesvannoten.com), Koio (koio.co), Officine Générale (officinegenerale.com), Uniqlo (uniqlo.com), Eleventy (eleventymilano.com) and Belstaff (belstaff.com). And while Jeffers' fashion ensemble speaks volumes, he says he's been told he's aloof. "I'm not really, but I'm still OK with it, as I like to have a hint of mystery."



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—Jay Jeffers



PHOTO BY JASON MADARA

