

# BOYDS

SPRING  
2009

**Road Rocket:**  
the Audi R8

Taking on the  
**DRUNKEN TIGER**

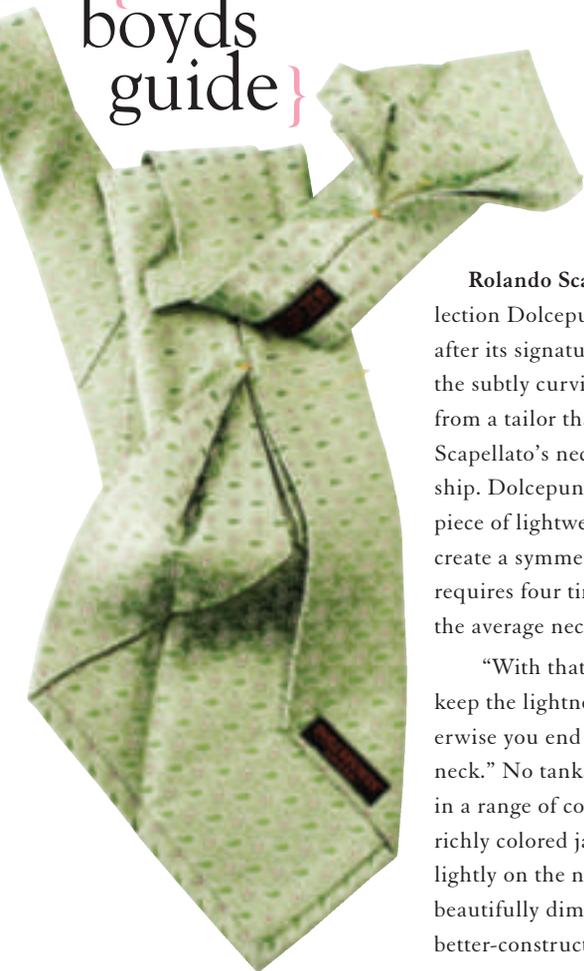
**Gildo Zegna**  
on what to wear

**MORE OF PHILLY'S**  
best dressed

**Bedrooms made**  
for dreaming

New  
Fashions  
for **Spring**

# { the boyds guide }



## TIE One On

**Rolando Scapellato** named his necktie collection Dolcepunta (Italian for “soft point”) after its signature detail—the subtly curving tip that demands more skill from a tailor than a standard point. Scapellato’s neckwear is all about craftsmanship. Dolcepunta’s seven-fold tie—a large piece of lightweight silk folded seven times to create a symmetrical triangular-tipped blade—requires four times more silk than the average necktie and heaps more skill.

“With that much fabric, the trick is to keep the lightness,” Scapellato has said. “Otherwise you end up with a tank around your neck.” No tanks, these. Dolcepunta ties come in a range of colorful satins, foulard prints and richly colored jacquard weaves, all of which sit lightly on the neck and make a long, chunky, beautifully dimpled knot. You will not find a better-constructed necktie.

## Oh, Brothers!

It was 70 years ago that three brothers just off the boat from Abruzzo, Italy—Danny, Joe and Thomas Di Bruno—opened their own shop at the Italian Market in South Philadelphia. That was also the year that the three Gushner brothers, Alexander, Albert and Ben, opened Boyds.

Today, grandsons of the founders run both businesses. You might even call Boyds and Di Bruno’s “brothers in business” for all they have in common—each of their names has become synonymous with quality and service. If Boyds is the sartorialist sibling, then Di Bruno’s is the foodie.

Di Bruno’s Rittenhouse Square, a market and café that opened four years ago a block east of Boyds, is a one-stop gourmet shop for the crustiest breads, rarest vinegars and most flavorful salumi. Not only does the store bring in expertly chosen imports, but it also proudly promotes local finds, like artisanal duck prosciutto cured by the Warminster outfit, River & Glenn, and gelato by Capogiro.

And of course, there’s the cheese—an aging cave stocked with 500 varieties and a staff of passionate cheesemongers who are always ready with a suggestion and a taste. We’ll meet you there!



## Mr. Fix-it

Physical therapist and entrepreneur **Joe Zarett** makes it his business to rescue Philly’s luminaries from painful injuries and whip them back into shape. “We take people from despair to top-notch fitness,” he says. That includes everyone from the city’s top doctors and attorneys—the weekend warriors—to pro athletes.

Zarett recently unveiled an expanded fitness studio and sports medicine rehab center just in time to handle a boom in business. In the past year, the client list of Zarett Rehabilitation Associates has doubled. He partly credits his success to Boyds, where associate Howard Eisenberg has kept him looking sharp for 20 years. “I’m a guy you’ll rarely see wearing ties,” Zarett says. “But I love sportcoats and well-made suits.” He also appreciates feedback from Boyds’ tailors about his clients. “When I go to try on my suits,” he says, “they always tell me about such-and-such and how their waistlines are shrinking.”



## French country charm, *chez vous*

The best source of French Provincial furnishings this side of, well, France, is surely Pierre Deux. What began 40 years ago as a small New York antiques shop has gone on to become a major brand, with more than 20 U.S. stores, including one in Ardmore (at Suburban Square) and, beginning May 9, one in Princeton (at Palmer Square). There you’ll find antique and reproduction furniture, fabrics, wall coverings, lighting and artisanal objets with that touch of Gallic rusticity.

They say everyone has two nations, his own and France. With a visit to Pierre Deux, your home can be beautiful proof of that romantic notion.

