

An abstract geometric composition on a solid orange background. It features two large, overlapping circles. The upper circle is a muted teal color, and the lower circle is a dark brown color. A thick white line runs diagonally from the top left towards the bottom right, passing through the circles. A vertical white rectangular bar is positioned on the left side, partially intersected by the white line. A light orange rectangular bar is tilted and positioned between the white bar and the circles. Another light orange rectangular bar is tilted and positioned at the bottom right, partially overlapping the dark brown circle. The overall style is minimalist and modern.

# Bianca Xunise deBardelaben\_Portfolio

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\*low resolution, please contact for high resolution portfolio



# CREATIVE CONCEPTS

WE ARE RESTAURATEURS AND THE ORIGINAL DISRUPTOR ON THE SPORTS DINING SCENE. WE ARE COMPLETELY CAPTIVATED BY THE OPPORTUNITY TO CREATE A UNIQUE FAN JOURNEY AND IMMERSIVE ENVIRONMENT FOR D.C. UNITED SOCCER ENTHUSIASTS AND ALL STADIUM GUESTS TO CELEBRATE “LIFE AT ITS BEST” EXPERIENCES.



**THIS IS THE FOUNDATIONAL PROMISE OF OUR GUIDING VISION AND STRATEGY FOR D.C. UNITED LEAVE:**

1. CREATES COMPELLING FOOD & DRINK AS WELL AS MERCHANDISE EXPERIENCES TO: FOSTER CAMARADERIE AND CREATE A LEGACY OF D.C. UNITED ICONIC MOMENTS.
2. ENSURES THE RIGHT PRODUCT MIX AND TIERED OFFERS TO ENGAGE A WIDE RANGE OF USERS AND SUSTAIN THEIR LOYALTY.
3. CURATES DISTINCT AND MEANINGFUL VALUE PROPOSITIONS WITHIN EACH EXPERIENCE THAT EMBODY D.C.'S CULTURE, SOUL AND FLAVORS IN ALL THAT WE DO.

**HOW DO WE DO THIS FOR D.C. UNITED?**

It's called a taste story. Our taste story is the end-to-end experiential strategy that is designed to tie together food and beverage and unify your fans, no matter where they celebrate in and around your stadium. To develop our initial thoughts around a taste story for D.C. United, we engaged our researchers, designers, culinarians, analysts and operators, and together we embarked on detailed discovery effort including:

**1. A D.C. IMMERSION**

We ate, drank and lived D.C. - We asked what's hot and what's not? - And how do people like to dine, drink, socialize and engage? - What unique aspects of D.C. culture and international diversity can we use to inspire a true point of difference and resonance - that was our task.

**2. USER DRIVEN PRODUCT STRATEGY**

With the opportunity of a brand new building, we sought to begin to think about each product's positioning, purpose and personality. Who is the target user and why do they come? What makes each product unique and special? How can we use the food and beverage experience to prevent overlap, redundancy, dilution and "trading down?"

**D.C. UNITED TASTE STORY**

This is where we bring it all together. A rich experiential tapestry that unites all fan touch points and interactions. Our D.C. United taste story takes control over the user experience to drive the fan behaviors that are both satisfying and benefit the business.



**UNITED TASTE MATCH, OUR TASTE STORY**  
*We invite you to immerse yourself in the fan experience vision and value proposition designed to deliver a purposeful D.C. United fan future that is wholly ownable and fun!*

**LEARNINGS APPLIED: INITIAL GENERAL & PREMIUM CONCEPTS**  
*The concepts we have developed are social, kinetic and user focused, true to what D.C. United fans desire. These are initial concept areas that would be validated and developed following additional review by our team of dedicated analysts, as well as further refined through user testing.*



**OUR D.C. IMMERSION**  
Our passion to see your D.C. United market through the "food lens" took us on a wild culinary adventure. Not only did we immerse in the vast, varied and exciting food-scapes, we wanted to know a bit more about the D.C. social scene and current D.C. soccer culture. This led to some fruitful insights about who our potential users are and where the opportunities lie to optimize their engagement with D.C. United.

**OUR IMMERSION HIGHLIGHTS FOLLOW:**



**UNION MARKET**  
We headed to Union Market to experience NOMA's gourmet food hall. With it's modern take on an indoor farmer's market, we saw everyone from mothers groups socializing their babies, millennials getting work done on their laptop to neighborhood residents grabbing fresh fruit on their way home from Capital Hill.



**TAKOREAN**  
We experienced the flavor mashup trend at Takorean combining Mexican tacos with Korean flavors where customers are able to create custom combinations based on their preferred flavor profiles.

An excerpt from a winning RFP for DC United. Sent both as a book and digitally, this editorial piece is bold and incorporates elements to give it a sporty feel.





2

We know cause-driven and non-profit work

Ogilvy is recognized as one of the leading social marketing firms in the U.S. and around the globe. Ogilvy has built a foundation of knowledge and expertise in applying health communications and social marketing principles to successfully reach diverse target audiences with messages and materials that are relevant and timely.

Our experience and proven approaches are the reasons why we have the largest public health portfolio of any public relations agency and are the go-to professionals for organizations like the National Institutes of Health, Centers for Disease Control and Prevention, The Bill & Melinda Gates Foundation, The World Bank, International Finance Corporation and others.

With Ogilvy's assistance, USAID has unified all program areas around the extreme poverty mission and catapulted USAID as the innovative leader of a movement that will significantly improve the lives of 1.2 billion people.

A photograph of two men in military uniforms standing next to a white USAID helicopter. One man is holding a large cardboard box with the USAID logo. The helicopter has the number 6029 and the word 'COAGUA' on it.

Is your company's pricing discounted for nonprofit organizations?

A stylized leaf icon in orange.

We would be willing to evaluate discounts on a case-by-case basis. Our ability to offer further price reductions, and our average cost per hour, will depend on a set of factors including duration of contract, budget, and resources required. As an example, we would be willing to consider offering pro bono time from certain resources on a case by case basis as well.

We would be willing to set our rates for the duration of the contract (up to 3 years). While other agencies will seek to negotiate rate increases in the out years, Ogilvy would honor the rates proposed for a 3-year period. This represents a significant discount as agencies tend to increase their rates by 5 - 10% on annual basis. In addition, this would eliminate unnecessary negotiation time and would eliminate any delay or break in work and would ensure seamless service.



A headshot of Jennifer Risi, a woman with dark hair, smiling.

Jennifer Risi

Managing Director | Ogilvy Media Influence

Head of Media Relations

North America

Jennifer Risi is Managing Director, Ogilvy Media Influence; Head of Media Relations, North America at Ogilvy Public Relations. As part of her role, she is responsible for building and driving global strategic media relations campaigns for the agency. At Ogilvy PR, Risi led the agency's award-winning global relationship with the government of Mexico, which focused on promoting the country as an investment hub and travel destination of choice. Currently, she works with the countries of Colombia, helping to secure 15% FDI increase and 8% tourism increase in 2013, and the U.S., helping to secure 1.1M incremental 2013 international visitors.

Risi also leads the agency's relationship with Citizens Financial Group focused on a global media relations campaign to promote the bank's portfolio and executive team – most recently handling the bank's

IPO [most successful financial services IPO in U.S. history]. Additionally, she is the lead strategist for Nationwide's new Corporate Social Responsibility effort – Make Safe Happen.

Risi has extensive experience working with many leading CEOs – most notably Emilio Lozoya, PEMEX; Ellen Kullman, DuPont; David Novak, YUM! Brands and Jeff Raikes, Gates Foundation.

Risi earned her Bachelor of Arts degree from Barnard College, Columbia University. She is also on the Advisory Council for Litworld, a children's literacy advocacy group, and serves as senior media relations' advisor to Phumzile Mlambo-Ngcuka, Executive Director to UN Women.

A stylized leaf icon in green.

We know national and global media. Whether it's consumer lifestyle, national broadcast, or top-tier global outlets, we can find the right story angles to resonate with reporters at People, CNN, The Today Show, and every other outlet to reach your target audience.

A stylized leaf icon in green.

1. Feeding America seeks agency support to help amplify its voice on a national level and increase awareness of the issue of hunger to attract donors, supporters and other resources. Describe your strategic approach to designing and executing national positioning and awareness building efforts. Please provide three to four examples/case studies.

A stylized leaf icon in orange.

Feeding America presentation that was also printed out as a book. In this presentation I used the leaf element as a design focal point while uniting Ogilvy and Feeding America's brand styles together.





## INNOVATION



## CULINARY ARTISTRY

## PARTNERSHIP



## E15 - ANALYTICS AND PRICING STRATEGY

We leverage analytics and intelligence to drive decision making at all levels of the organization and operations. We also use analytics and hospitality data to help our partners make better business decisions in the areas of licensing, corporate partnerships, arena operations and many more. At Levy, our decisions are fact based and not gut driven. We know what should happen and not just what did happen. And as a result, we maximize financial returns, deliver excellent quality, and most important, provide superior fan experience and value.

### ANALYTICS IS THE NEW NORMAL

We believe that analytics is the new normal and data is the currency of the new millennium. Businesses who understand the value of data and analytics have the competitive edge over those that ignore this permanent shift in the business landscape.

Hospitality data, including point of sale, social media, third party and vendor data, can provide valuable insights that are critical to both you and us. From pre-opening planning initiatives like smart pricing, digital menu board strategy, menu engineering and product placement to in-operation performance management, all our strategies and decisions start and are supported by analytics, not guesswork. And as a result, we maximize financial returns, deliver excellent quality, and most important, provide superior fan experience and value.

### WHAT YOU GET

As our partner, you will have access to our analytics team. You will also have access to our mobile application and proprietary dashboard system, Levy SCORINGBOARD. This application allows you to obtain real-time information about the operations and fan sentiment of the building. It also allows for a fully transparent relationship with accountability year-over-year and not just at the beginning or end of a contract.

### PRE-OPENING PLANNING OVERVIEW - THE INTERSECTION OF EXPERIENCE AND PERFORMANCE

The most important decisions about your food and beverage business are made in the pre-opening timeframe. We have developed a planning process that enables our team to focus on service during events and optimize the offering between them. Business leaders in concessions, premium, culinary, beverage and analytics collaborate with your onsite operations team to create an operating plan that will provide the guest experience you want with the financial performance you need.

### WHO IS E15?

E15 is an in-house team consisting of analysts, data scientists and software developers with:

- Backgrounds in computer science, economics, quantitative statistics accounting, finance, investment banking, market research, strategy and business development and others
- Competencies in business intelligence, modeling, statistics, data warehousing, data security and application development
- Focused on Guest Insights, Business Insights, Emerging Technology and Data Creation

Our team of analysts has served some of the largest companies in the world including Walmart, Barclays, Bank of America, Marriott, Starwood, Delta Airlines, in addition to deep team experience across all the major leagues.

### CROSS-FUNCTIONAL TEAM

- Our expert analysts pour over every transaction to understand the where, when, and what of every purchase
- Using analyst insights, our operations leaders develop strategies to ensure that we are selling the right products, at the right place, at the right time
- The E15 economics team uses their smart pricing methodology (more on this on the following page) to derive the optimal price for each item
- Our beverage leaders ensure that fans get a next generation beverage experience that is anything but the norm. From seasonal premium cocktails to craft cocktail bars, they know how to keep things refreshing
- Our chefs examine menu data from thousands of restaurants in the region to understand the ingredients, preparation styles, and serving options that resonate with your fans in your market.

### PRICING STRATEGY

Levy believes it is critical to have a well thought out pricing strategy. Levy's expertise in operations and pricing analytics will ensure that beverage and concession prices find the perfect balance between guest satisfaction and respect to the bottom line. In any venue, it is necessary to price the menu items according to the local base, therefore, we will likely price each venue based on historical data of the market and elasticity of that venue. A holistic pricing strategy considers impact of selecting the right products at the right price in the right place with the right promotion. Levy will ensure that all of the important aspects of pricing are considered and will partner with the Monte Carlo Park Theater leadership to ensure any new pricing strategy is a success.

### SMART PRICING

E15 brings "Smart Pricing" capabilities to ensure products are optimally priced to maximize consumption and satisfaction. Focusing on more than just what has happened in the past, our statistical approach look at pricing influence on key performance and provide extra emphasis to support the priorities and outcomes that matter most to your business.

The foundation of this approach is our local basket driven model. It utilizes market data to determine not only local commodity prices, but compares the local market to the surrounding area to determine what items are most sensitive when priced in comparison to others. We integrate this model with our on-site consumption analysis to create a fully differentiated, data-based approach that brings guests a true sense of value in your offering.

The economic based methodology allows for full transparency with the MGM and the Monte Carlo Park Theater on pricing with the objective to achieve both the revenue and strategic goals.

### DATA-DRIVEN

- The E15 pricing platform assesses historical demand for menu items under a variety of conditions such as event type, day of week, start time and other factors that impact demand
- By looking at item performance at each point of distribution, a deeper understanding of performance is gained that provides key insights regarding pricing as well as menu engineering
- On and off-premise market research is performed to tailor the model assumptions and subsequent recommendations to the specific guest base and regional market as much as possible, including what are the prices of your items outside the venue and where your guests and regulars shop and live
- The breadth of Levy's operations enable us to incorporate learnings from other similar venues in the portfolio to inform the recommendation

### RESULTS-ORIENTED

- The pricing model adapts to the desired optimization target whether it is revenue, guest satisfaction or, as it is in most cases, some mixture of both
- Monitoring and reporting on pricing is a key aspect of our pricing capabilities that enables our operations and partners to understand in a more timely way how their price levels are affecting demand for food and beverage items as well as guest satisfaction on value
- Variable pricing based on event type, supporter or some other variable can be modeled, implemented and tracked

## HEADER

### SUB-HEADER

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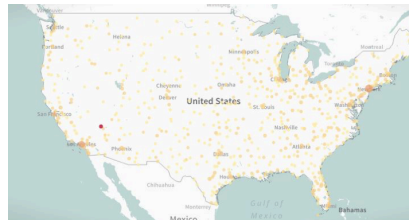
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### SOCIAL MEDIA

To aid in our Pricing Strategy analysis, social media gives us the ability to capture explicit, preferential data about your potential guests on a variety of topics. E15 brings to the table an industry standard social media package that incorporates contextual analysis features in order to harness value from online conversation that goes well beyond basic sentiment analysis. Linking social media scraped data with other data sources enables the creation of powerful, timely assessment of your guests' preferences both in and out of the venue.

Las Vegas is a unique city, a destination for those from around the country and around the world. As an example of how we can leverage social media, we first started with a wide net, deciding to look at posting activity referencing Las Vegas over the past year. We then filtered this activity by city, finding the origins of the activity to locate Vegas feeder markets. Results are as follows:



## WHO WE ARE

E15 brings together professionals from the fields of economics, mathematics, statistics, accounting and finance, psychology and behavioral science, and computer science who have experience working with some of the strongest brands and many of the largest companies in the world

## ORGANIZATIONAL SUPPORT AND CREATIVE STRATEGY



## ORGANIZATIONAL SUPPORT AND CREATIVE STRATEGY

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### PRE-OPENING PLANNING OVERVIEW - THE INTERSECTION OF EXPERIENCE AND PERFORMANCE

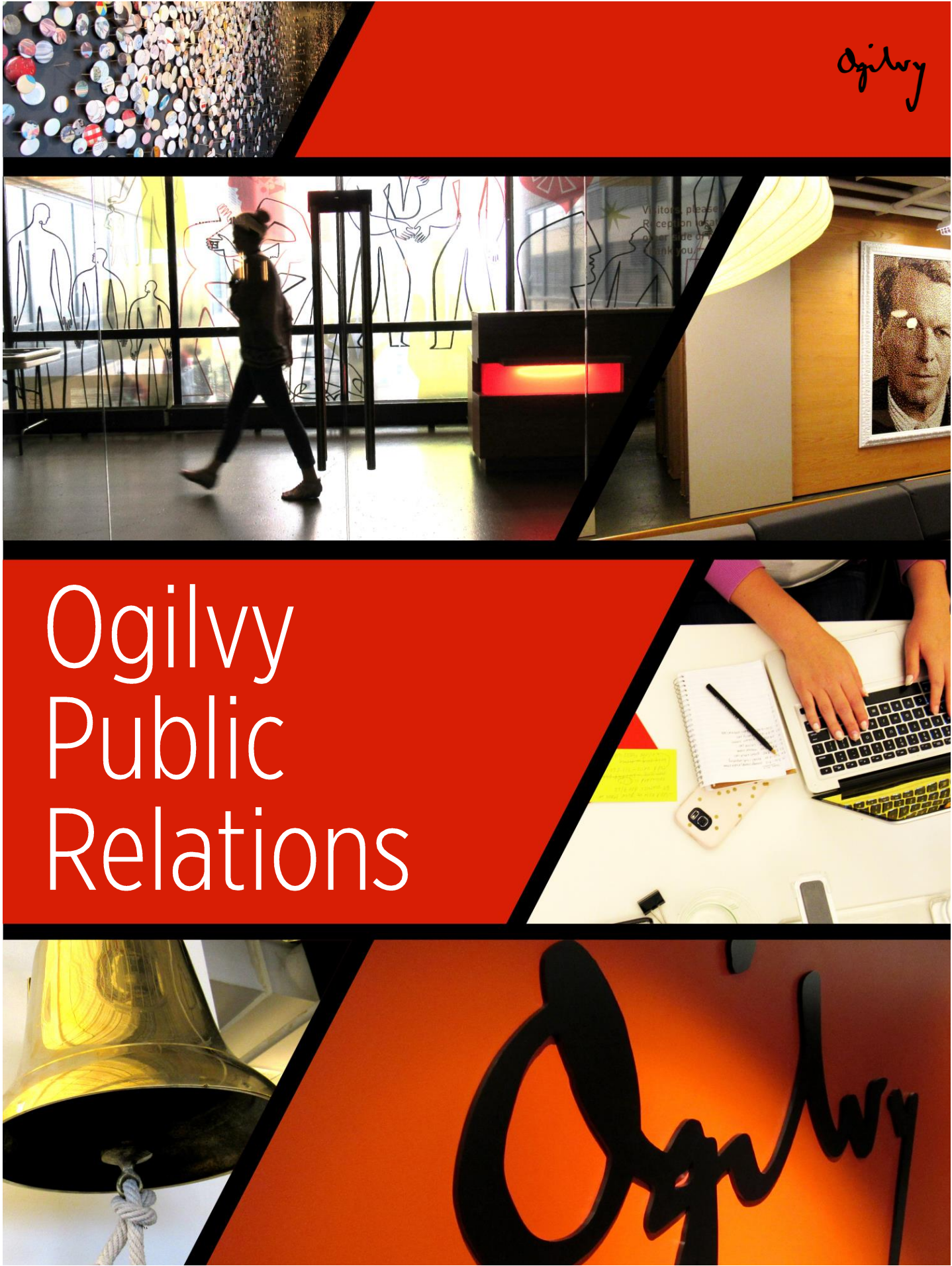
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**DID YOU KNOW**  
That Jaime Faulkner, our E15 CEO, was recently named a SBJ Top Forty under 40?





## A. Agency Positioning, Vision, Philosophy

### Positioning

In general, how would you characterize or position your agency or branch office in today's competitive agency environment?

We have developed a reputation for guiding companies through pivotal points in their evolution and finding opportunities to advance their brand, protect their reputation and help engage consumers in their products and services.

In the end, it is all about influence: we create it; we leverage it; we apply it to our clients' advantage. We change debates, drive outcomes and positively affect business goals. Ogilvy Public Relations is unique in three ways:

1. We Are Masters of Collaboration. The beauty of working with Ogilvy is that we are flexible and robust enough to meet the needs of all clients—whether they use all our capabilities or work with other agency partners. It's why brands like SC Johnson, Sargento and CDW turn to Ogilvy—we collaborate well but we also offer everything you need, under one roof. This ability to integrate and collaborate both within the network and with outside agencies is critical for social engagements. We are able to work with creatives and planners to quickly create social content plans tied to advertising, PR, digital, experiential and media planning—all built to meet and exceed business objectives.

2. We're Results Driven. The agency was founded on David Ogilvy's principle of "We Sell, Or Else." Helping our clients sell more products and services to more audiences requires a sharp focus on measurable results. This is the focus of everything we do at Ogilvy Public Relations. Just ask our Huggies client—we helped grow the business more than 24 percent in just one year.

3. We Are Unmatched In Social Media Breadth And Depth. As the largest network of social strategists in the world, Ogilvy Public Relations has the resources and expertise to deploy anywhere, anytime, across categories and audiences. We use this breadth and depth to build brands and drive our clients' businesses—from connecting millennials with IBM in a relevant way to managing Hispanic brand pages for Huggies, to helping Ford top the Social Media Index as the #1 U.S. automotive brand.

Within Social@Ogilvy, we have teams of experts that engage with every audience segment, from millennials, men and Hispanics. We reach them for some of the biggest brands in the world, including Ford, multiple CPG and food and beverage brands including Captain Morgan, Hennessy and Johnnie Walker.



Only Ogilvy brings the power of the Best Agency Network in the World at the Cannes Lions Festival of Creativity, for the fourth year in a row.

We're also known for being the most creative PR agency from The Holmes Report, winning the #1 Global Creative Index in 2013 and 2014.



### Vision.

What vision do you have for the company?

Where do you see your agency five years from now?

Ogilvy was established by a communications visionary who was equal parts philosopher and salesman. We could drop a lot of David Ogilvy's greatest hits on you, but the one we have inscribed on our mental marble arch is: "We sell or else." We are here to serve clients and make them successful. Everything we do must connect back to this prime directive. We do it by partnering with our clients, by telling them the truth, by assessing everything we do against a measurable result and by focusing relentlessly on building clients' businesses. In short, we determine what's in the best interest of a client's brand, and then make that our best interest as well.

### Philosophy.

What overall philosophy or credo do you operate by?

Ogilvy exists for one purpose: to build client brands. David Ogilvy's legacy—of rambunctious inventiveness, of understanding brands from the inside out and creating stories that resonate—infuses everything we do. We honor him best by working honestly, creatively and doggedly to turn companies of all sizes into brands that matter.



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Global CEO

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Managing Director, Chicago

Rory Swilke  
Senior Vice President, Brand Marketing

Name of Key New Business Contact, plus Office and Mobile Telephone Numbers:

Jen Tatro  
Vice President, Business Development  
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312-397-6089 (office)

# Ogilvy Public Relations

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An Ogilvy Public Relations book and presentation for prospective clients. This book was tailored for Hyatt. My client wanted to feature bright colors and imagery from Ogilvy's home office in Chicago.



THE BUSINESS OF  
**LIFE**  
e-mail: life@chicagobusiness.com

# Men's style: A user's guide

Are you a man who likes getting dressed? This is your time. It's socially acceptable to express yourself through what you wear. How to make the most of it? Style icons, trends and just a few rules. **By Lisa Bertagnoli**



### The power player

**Who:** Chris Gardner, 61, author, investor and motivational speaker, Chicago  
**Spring wish list:** Nothing. "I'm going to shop my own wardrobe for a while."  
**Favorite pieces:** Richard Bennett Custom Tailors suits, French-cuff shirts, cufflinks and shoes shined daily  
Chris Gardner's wardrobe projects power. Image is important, he says, as speaking gigs have him visiting Fortune 500 companies, community groups and, occasionally, the Vatican. Gardner's uncles, all military men, raised him, and the attention they paid to their starched work shirts and spit-shined boots stuck with him. "I've always been the best-dressed man in the room," Gardner says. He has suits and other business clothing made for him at Richard Bennett. He buys athletic wear off the rack, but never any with blatant logos. "Logos are for kids," he says. On weekends, he gardens in khakis, work boots and bandanas, "all coordinated," he says. Gardner travels 200 days a year, so he has practical wardrobe rules. Garments must work together and travel well; he never checks a bag on commercial flights. For flights nine hours and longer, he packs pajamas to wear on the plane. Gardner, who says his sense of style is genetic, suggests abandoning fashion magazines and soliciting a woman's help instead. "Go up and ask her, 'Excuse me, but if a guy walked up to you in a bar and was wearing this outfit, would you want to talk to him?' It works every time." Gardner's only style rule: "Hit the gym hard. You can't be a gladiator in a suit with a gut."



### The bold rule-breaker

**Who:** Scott Cruz, 37, attorney, Franczek Radelet, Chicago  
**Spring wish list:** Light-blue or light-green chinos; short-sleeved patterned shirts  
**Favorite pieces:** Oxblood patent Boga Bossman boots  
Don't tell Scott Cruz that the cuffs on his flat-front slacks break the rules. He doesn't care. Cruz describes his style as "classic, sophisticated and either modern or with a touch of bold." In addition to cuffing flat-front pants, that means mixing four patterns in one outfit; wearing a lapel pin and a pocket circle on the same day; and running errands in patent-leather Chuck Taylors. "I have always liked to dress well," says Cruz, recalling that he was among the first at his high school to wear Girbaud jeans and IOU sweaters. "It kind of exudes confidence in a person." Cruz has broad shoulders and a narrow waist; even tailored off-the-rack items "never fit right," he says. He discovered custom in law school and now has much of his wardrobe custom-made, from slacks and sport jackets to suits. Cruz says he spends \$7,000 to \$10,000 a year on clothing and shops regularly at Gentleman's Cooperative and J. Toor in Chicago. His new sport jackets, which he ordered for spring, will feature bold linings: One's a print of guitars on a royal blue background; another features little sheep. The touches add up to a unique look, which suits his "outgoing, social" personality. That's important to Cruz. "I think a large part of what it means to have good style is harmony with who you are as a person," he says. "Look at your natural energy and vibe—your image should project that."



### The iconoclast

**Who:** Lickomique Richards-Belmontes, 44, sales associate, Independence/Oak Street Bootmakers, Chicago  
**Spring wish list:** An Engineered Garments tunic in white or cream linen  
**Favorite pieces:** Levi's Vintage Clothing

1955 jeans; Engineered Garments work shirt and Bedford jacket  
Lickomique Richards-Belmontes, a native of Trinidad, grew up with uniforms: his father's construction boots; the chinos and button-downs he wore at Clarkston High School in Georgia; the burgundy slacks, white shirt and tie that were the dress code at Oral Roberts University; the buttoned-to-the-neck military shirts worn by his country hero, Johnny Cash, after Cash enlisted in the Air Force. Richards-Belmontes' uniform today: black, rubber-soled Chippewa boots without socks; Levi's Vintage Clothing jeans; a chambray Engineered Garments shirt buttoned to the neck; a soft Lady White Co. T-shirt; wrists-full of vintage brass bangles; and vintage metal rings. On his head: a vintage fedora with a feather and a Kapital stick pin. Richards-Belmontes loves to tinker with clothes. Jeans aren't safe around him—he tears and darns knees and sands the fabric to a soft finish. He loves vintage, too: He wears an ancient Timex and has eight pairs of vintage eyeglasses, and relies on vintage Dior and Ralph Lauren suits for dress-up occasions. He spends about \$1,000 a year on clothes and aims for quality rather than quantity. "I will spend money on

jeans I'll have for 10 years," he says, adding that he still wears a pair he bought in 1989. Favorite local stores include Independence and Sir & Madam in Ukrainian Village, as well as several vintage stores in Pilsen.  
**The cool conservative**  
**Who:** Richard Wright, 51, director, Wright auction house, Chicago and New York  
**Spring wish list:** "Cool new sneakers—you can get amazing designs at Adidas for \$100."  
**Favorite piece:** His Hermes watch with an aviator band that he's had for nearly 10 years  
As a young man, Richard Wright wore white Fruit of the Loom T-shirts and Levi's; today, his closet is filled with Prada, Lanvin, Hermes and Maison Margiela. "Fashion evolves with your life," Wright says. Comfort was important to him back then; today, it's fit. "I pay attention to tailoring and the cut," he says. He chooses cuts and styles that work on his body: "You can't simply fall for a design for its own sake," he says. Favorite stores in Chicago include Barneys, Prada and Lanvin; he "tries not to count" how much he spends on clothing a year. Workdays have him in conservative, classic suits; weekends, he's out in

Adidas sneakers and James Perse T-shirts.  
Wright follows one fashion rule—buy clothes that fit—and suggests fashion newcomers learn what looks good on them. "Think hard before you get dressed and then forget about it for the rest of the day," he says. "In other words, be confident."



## Guys, what's your style profile?

Take this quiz to find out. **By Lisa Bertagnoli**



George Clooney  
The classic dresser



Benedict Cumberbatch  
Dapper dandy



Pharrell Williams  
Hipster territory



George Lucas  
Average Joe

### 2. It's the weekend. Time to pull out

- a. Levi's and a Champion sweatshirt. (2 points)
- b. Skinny jeans and your Independence/Oak Street Bootmakers camp boots. (3 points)
- c. Everything, so you can experiment with new outfits for the coming week. (4 points)
- d. A pressed button-down shirt and a pair of flat-front slacks. (5 points)



### 3. This is how you shop for new clothes

- a. You buy the same stuff you've always worn—it's how your dad taught you to dress. (5 points)
- b. You are a faithful Esquire and Details subscriber; you read first, then you shop. (4 points)
- c. Your partner shops for you. (2 points)
- d. By instinct. You're the trend-setter in your circles. (3 points)

### 4. Your idea of a well-dressed man is

- a. That actor who wore the red velvet tuxedo to the Oscars. (4 points)
- b. Cary Grant. (5 points)
- c. Anybody at the Whistler on a Saturday night. (3 points)
- d. Prince William, Duke of Cambridge. (2 points)



### 5. When you need to know the time, you

- a. Roll back your cuff and look at the Chaumet that was your Christmas gift to yourself. (4 points)
- b. Glance at your new Filson by Shinola watch. (3 points)
- c. Check the Cartier Tank watch your parents gave you for graduation. (5 points)
- d. Isn't that why God invented smartphones? (2 points)

### 6. Your favorite jeans are

- a. Levi's from college—and they still fit. (2 points)
- b. So tight at the ankle they hurt. (3 points)
- c. Dark wash, slim cut, dry-cleaned and cuffed to show off the selvedge edge. (4 points)
- d. Jeans are for kids, not for grownups. (5 points)

## Scoring

**Mostly fives: You're** George Clooney. You're a full-bred classic dresser and just might be mistaken for George Clooney. Your style markers: "anything Ivy League" and "navy blazers year-round," says Joe Lupo, founder and creative director of Visual Therapy, a style firm with offices in Chicago and New York.

**Fives and a smattering of fours: Also** George Clooney. You're classic with a flair. You're comfortable in slimmer-cut suits, know how to mix patterns and can pull off a floral shirt and a well-fluffed pocket square.

**Mostly fours: You're** Benedict Cumberbatch. Dapper, dandy. "He's not a fashion victim but is considered fashionable or even chic by his peers," Lupo says. Your arsenal of "look at me" items includes custom-made slim English suits with a ticket pocket and peak lapels; silk scarves; and a custom Sterling & Burke bag.


**Fours and threes: You're** Pharrell Williams. Do you live in Logan Square? You're in solid hipster territory; you have out-there tastes that friends either envy or make fun of. You'll be the first to put a bandana in your hip pocket, and you will spend \$250 on Levi's line of made-in-America copies of its vintage styles.

**Solid twos and perhaps a few fives: You're** George Lucas. You're what fashion experts call "sartorially casual" and what everybody else calls an average Joe. You want to look presentable at work and at play, but you'd rather get attention for your work, or significant other, than your wardrobe.


Quiz inspired by conversations with Paul Kelly, regional manager, Paul Stuart; Albert Karoll, Richard Bennett Custom Tailors; Nicholas Monterotti, Peter Field Custom; Joe Lupo, co-founder and creative director, Visual Therapy; Jivesh Toor and Diana McCarty, co-founders, J. Toor.

This Men's Style spread is one the featured editorial works I did for Crain's Chicago Business as Junior Art Director. This work features my ability to create dynamic layouts, infographics and overall playfulness with color and imagery.






San Francisco




New York



Chicago


# TITLE A


SUPPORTING TITLE || DATE, 2016



# TITLE B

SUPPORTING TITLE || DATE, 2016





# This is a slide title

Text sample for paragraphs

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**Text sample for bold statements.**

- SAMPLE BULLET POINTS
- SAMPLE BULLET POINTS
- SAMPLE BULLET POINTS
- SAMPLE BULLET POINTS



HIGHLIGHT TOPIC then add supporting information in paragraph form.



HIGHLIGHT TOPIC then add supporting information in paragraph form.



HIGHLIGHT TOPIC then add supporting information in paragraph form.



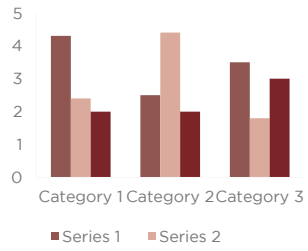
# Who We Are

Text sample for paragraphs

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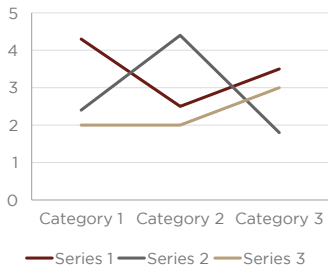
# Sample Charts

## CHART TITLE ONE



Category	Series 1	Series 2
Category 1	4.2	2.5
Category 2	2.5	4.5
Category 3	3.5	1.8

## CHART TITLE TWO



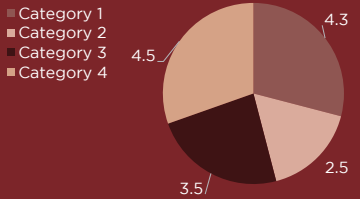
Category	Series 1	Series 2	Series 3
Category 1	4.5	2.5	2.0
Category 2	2.5	4.5	2.0
Category 3	3.5	1.8	3.0

# Playing with color

Text sample for paragraphs





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## CHART TITLE TWO



Category	Value
Category 1	4.5
Category 2	4.3
Category 3	2.5
Category 4	3.5

## ICONS



A powerpoint template design for Metropolitan Capital Bank. The client wanted to focus on the historical Chicago building, along with play with simple iconography.



