

# THE BEST

## CUSTOMERS IN THE BEST STORES

best customers in the best stores



Customer Oscar Feldenkreis

Photos by LISA A. HELENY

### BERTINI, Coral Gables, Fla. ▲

There are half a dozen men's stores along Miracle Mile in downtown Coral Gables, the affluent bedroom community next to Miami, but customer Oscar Feldenkreis visits Bertini twice a week when he's in town because of his personal relationship with store owner Pepi Gonzalez.

"Pepi has a passion for clothing," said Feldenkreis, who is the chief operating officer of the fast-growing Miami sportswear firm, Supreme International. "I don't think there's a clothier in this area with his eye. A lot of sales people don't get involved in the clothing. They don't care if it fits right, or if it doesn't fit. Pepi's meticulous."

And enthusiastic. Not only is he owner and merchant, he's also salesman, stylist and window dresser — something he takes great pride in. His current windows are two eye-catching vintage bicycles and he's done tributes to Frank Sinatra, suspended ties by invisible fishing line and used African tribal masks to catch attention.

Said Gonzalez: "People want your window to say something."

When it comes to what's inside the store, Bertini is something of a specialist. He carries Canali's clothing, outerwear and neckwear, sport shirts from Bagutta, the full line from Zanella, and ties from Prochownick, Romeo Gigli and Lanvin. His point of differentiation are custom shirts which he sells for \$195, \$215 and \$250. For his photo, Feldenkreis wore a Bertini shirt and Canali suit.

Of course, he enjoys working with the customers. "Oscar likes fashion," Gonzalez said. "He likes color. And he's always looking for new fabric, anything that has interesting texture. And he knows what he's putting together." —ROBERT LOHRER

