

WHO:

craig robinson

Photograph by Alexander Thompson

Styling by Sarah McGovern

Grooming by Andie Markoe-Byrne

Models: Harri and Scott



WHERE:

200 West 16th Street, 212-924-9642

HOURS:

By appointment only.

PRICE:

\$225 to \$300 for custom-made, French-seamed shirts; \$1,100 to \$1,400 for custom-made, pin-striped suits.

WHAT:

Couturier/tailor Craig Robinson was literally born into custom-made clothing. As a youngster, he toddled around Roy, New Mexico in clothing stitched by his loved ones. These days, Robinson crafts designs that appeal to the "tough man"—though the "tough" he's referring to is far more Steve McQueen than Jack Palance. And his clothes (unlike McQueen), are tailored to stand the test of time. Dubbed "Saville Row Rock 'n' Roll," they feature old, hand-stitched cuts and exaggerated collars—from shirts and suits to jeans and hip belts. He's not just for men, either; Robinson's women's line is equally hardy: "No frilly dresses. No pansy stuff."

WHAT THEY'RE WEARING:

On Harri: empire cut shirt, \$325; classic belt in black, \$125; gunslingers, \$250. On Scott: genuine patent leather peacoat, \$1,200; silk shirt, \$350; hand-made silk tie, \$125; cufflinks, \$80; super-150 slacks, \$400.

Craig Robinson's designs can also be found at **The Apartment (101 Crosby Street, SoHo, 212-219-3661)** and his custom-made jeans can be purchased through **Hotel Venus (382 West Broadway, SoHo, 212-966-4066)**.

—Allegra Muzzillo

