

## ALEXIO PASQUALI

39, ITALIAN



Alexio Pasquali is not just your usual celebrity chef with a charming persona. While he'll be familiar to most as a judge on *Foodshala*, the biggest culinary reality TV show in the region, which has been watched by 22 million people, the Italian aims to change the way people in the region think about food. He's played an integral role in launching an anti-obesity campaign across the UAE, which focuses on teaching children to eat healthily. Think of him as a regional Jamie Oliver but without the round edges that most chefs seem to sport.

"The obesity and diabetes figures in this region are shocking. We have to educate families — starting with the kids — to look after themselves and eat right," he explains. "I practise what I preach. I eat healthily and go to the gym twice a day and believe food is the most important thing for your health."

While he has the Italian sense of style running through his blood, Pasquali also lived and worked in London for a time, where he was influenced by Savile Row tailoring, before arriving in Dubai in 2012. He now depends on British Dubai-based Ascots & Chapels for his suits, and the tailoring house is more than happy to stitch his signature onto his shirts, a detail inspired by the chef whites he lives in.

"I love experimenting with clothes and have more shoes than most women," the father-of-two laughs, before admitting that he loves to inject some colour into his footwear with the laces or a block-colour sole. He's also a fan of Church shoes, another habit he picked up in London.

When it comes to off-duty threads, Mr Pasquali heads to Ralph Lauren for casual wear with a tailored twist. "They do great tailored shorts in bright colours that are perfect for the weekend here."

SHOT ON LOCATION AT ATELIER M. ATELIERM.AE



*Mr Pasquali wears Ascot & Chapels bespoke suit, shirt, pocket square and floral pin hole, and Kurt Geiger shoes.*



## VIKRAM JETHWANI

37, INDIAN

Mr Vikram Jethwani wears Ascot & Chapels bespoke suit, Casio G-Shock watch and The Cobbler shoes.



As a third-generation jeweller, Vikram Jethwani is distinctly

understated, considering he's responsible for some of the region's most extravagant jewellery pieces. While the Indian grew up in Dubai, it was his grandfather who started their family business, Universal Pearls & Jewels DMCC, over 50 years ago in Kobe, Japan before Jethwani's mother settled in Dubai and took over. She then passed over the reins to her son 10 years ago. "The UAE has given us the infrastructure to excel in the jewellery business," the managing director admits. "There is a massive appetite for jewellery in this region. Diamonds, pearls and gemstones are all part of a rich history and tradition where jewellery is passed on from one generation to the next. I am astounded by some of the bespoke pieces that people ask us to make."

As well as running the family business, Jethwani also launched his own fine jewellery company, Vik Jethwani, which produces incredibly intricate and impressive bespoke pieces for some of the region's most high-profile residents. After our shoot, the certified gemologist is on his way to drop off a diamond and ruby-encrusted bird-cage necklace, complete with a sitting bird (also jewel-encrusted) inside. It's certainly impressive.

Meeting clients on a day-to-day basis, armed with millions of dirhams' worth of precious jewels, means Jethwani depends on impeccably well-fitting bespoke suits, mostly from Dubai favourite, Ascot & Chapels in DIFC, in neutral greys and blues.

While you might expect a diamond-encrusted Graff timepiece on the wrist of the young entrepreneur, it's a Casio G-Shock that peeks out from his jacket sleeve on the day of our shoot — a subtle nod to Jethwani's love of sports and his refreshingly pretension-free attitude to success.



THE AD MAN  
**BEN KARMİ**

35, DUTCH/IRANIAN

ESQUIRE  
**BEST  
DRESSED  
MEN**  
2015

A combination of impeccable style and the fact that he's managing director of the first international ad agency in Iran makes Ben Kami the region's better-adjusted answer to Don Draper. Dashingly handsome and politely charming, the 35-year-old moved to Dubai 12 years ago to set up a TV channel before starting his own advertising agency. He recently perched himself nicely at the top of his current workplace, Carat ICA Iran, which is an impressive feat in itself.

The self-confessed workaholic admits that he absolutely loves his job. "There's no limit to being creative and producing creative work, which I think is where the addiction comes in," he explains.

Karmi was raised in Europe but feels much more at home in Dubai's energising and multicultural surroundings, which only encourages his entrepreneurial and constantly enquiring mind.

And like Don Draper, Karmi's faultless sense of style is well thought out, perfectly executed and utterly timeless. "If I had to describe my personal style I'd say I'm distinctive, neat and smart," he says, pulling up his subtle yet playful polka dot Thomas Pink socks, which we can't help but notice perfectly match the blue in his tie.

"Socks are my favourite clothes — they should never be forgotten about," he says with a smile. "It's the small details that really matter." We couldn't agree more.

*Mr Ben Karmi wears Van Gils suit, Ascots & Chapels bespoke shirt, Ralph Lauren tie, Paul Smith shoes, Thomas Pink socks, JLC watch and Hermès belt.*

SHOT ON LOCATION AT COMPTOIR 102. COMPTOIR102.COM