



Frank Schipani

lishing, New York, 2009, available on Amazon), is very Richie: filled with meaningful insights, personal revelations, warmth, and wisdom. I truly learned a lot!

As much as Richie is a quiet force in the universe, Frank Schipani is a whirlwind. An icon in menswear, Frank and I never officially met until I approached him one morning at the Stamford train station to comment on his clothing. He looked stunning: elegant but not flashy in clothes that were classic but not boring. His soon-to-be-published book “Frank’s Rules: How to Sell Menswear (and Practically Anything Else) Extremely Well” is must reading for store owners, sellers, and anyone who loves clothes.

In the book, Schipani describes how his early interest in fashion evolved from a connection to the Mafia. “As a result of my dad’s

is in itself worth the price of the book. Consider the segment called Problems Have Purpose: “There is a purpose to problems: they are a blessing on many levels. They are there for our benefit, to help us create, to bring out our inner genius, to help us to grow. They exist as a way for us to constantly check in with ourselves; to make sure that we are grounded, present, aware, and in touch with all that is around us. They require us to use our imagination and tap into a sense of ourselves that we might not often rely on. We are always in a state of ‘becoming’; there is no endpoint... Like the rest of the plant and animal world, we’re either growing or we’re dying. Choose to grow. Problems are part of that growth.”

Pretty heady stuff indeed, and perfectly timed for our current barrage of problems... ■

# BOOKS TO GROW BY

## “Frank’s Rules” and “Luck by Design”

Two very different books, two terrific storytellers.

By Karen Alberg Grossman

**W**hen two of my favorite industry friends—Frank Schipani and Richie Goldman—sent me (in the same week) their newly-written books to assess, you can be sure I got out my reading glasses. I’ve known both of these guys since we first started *MR Magazine* in 1990. Richie was then a merchant at Men’s Wearhouse: serious, cerebral, spiritual, someone I very much admired for his candor and somewhat intellectual take on the business. (I had once asked Richie to do a dress shirt presentation for a group of industry execs, and he began his spiel by admitting that he had to try on four different shirts that morning before he found one that looked decent. Even his private label Men’s Wearhouse shirt had loosely-attached buttons.) His new book, “Luck by Design: Certain Success in an Uncertain World” (from Morgan James Pub-

activities, I got to know a number of wise guys...Frankie the Book was one of their best dressers: custom tailored suit, subtle necktie, voile shirt set with an elegant moderate-spread collar...I was a kid, but when I felt confident enough to ask him why he dresses so well, he responded, ‘A man in my profession has to look good all the time, because I gotta always be prepared to do whatever I gotta do and go wherever I gotta go. Another important reason why I dress so good: I wanna look like an authority without saying one friggin word! You *capisce*, Frankie?’ I highly recommend this book to sellers and story lovers everywhere.

And to anyone looking to change their life, I highly recommend “Luck by Design” (which I have ordered for all three of my kids since it’s too late for me). My favorite chapter, All Outer Problems Have Inner Solutions,

