

# America's Next Top Models?

by Jeanne Schinto

Actor George Clooney is on the cover of the premiere issue of *Men's Vogue*. Not a surprising choice. Inside, however, there is something unexpected amid the ads for crocodile briefcases (\$6950) and 18k white gold and sapphire cufflinks (\$11,500). Paging through the magazine that came free and unsolicited in our mail recently, we found a photo of three auctioneers, all from Sotheby's, all photogenic: James Zemaitis, Ian Irving, and Alistair Clarke.

The two-page spread is about fashion with only the briefest (two paragraphs long) text about the trio's shared occupation, including their prowess with "a well-yielded [sic] gavel." Never mind that silver expert Irving is the only one whose job actually includes time at the podium. The important thing for readers to absorb is that Zemaitis, director of the auction house's 20th-century design department, is wearing a charcoal gray Etro suit with purple pinstripes (\$1450) and a Façonnable silk necktie (\$90) with Gucci shoes (no price given). Clarke, Sotheby's worldwide head of European and English furniture, is in pinstripes by Ermenegildo Zegna (\$1995) and shoes by the same designer (\$525). And Irving is dressed in a window-paned suit by Richard James Prince of Wales (\$1995) and tie by Seward & Stearn (\$145).

"To some people, ten thousand dollars is a lot," Irving is quoted as saying, "and a million is not a lot to others, but either way it's not easy to take their money if you're wearing a T-shirt." The anonymous text writer's conclusion is that, considering that each man has a reputation in the trade for being a stand-out dresser, they "understand the value of bringing a distinctive style to a staid business."