

THURSDAY, AUGUST 15, 2013

# TOWNHOUSE OF STYLE

WILKES BASHFORD UNVEILS ITS SEVEN-STORY REMODEL



In a state where the uniform tends towards cargo shorts and flip flops, San Francisco stands out as a place where guys like to dress up.

The question is, how to do it so you look put-together, but not uptight.

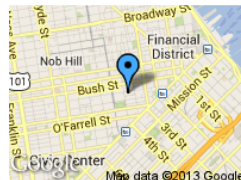
Let the experts at **Wilkes Bashford** guide you, as the iconic Sutter Street department store unveils its seven-story facelift Friday.

We suggest taking the elevator directly to the penthouse. **The previously private space** houses a contemporary zinc and walnut bar area which flows into a fireplace lounge. **Swirl the giant cube in your Manhattan as you stare out at the skyline**, or watch a few minutes of a classic SF film noir before calling dibs on your next **Kiton or Brioni suit**.

Of course, no department store survives for half a century without **excellent, ultra-personalized service**. So you can rest assured that you won't regret that Brunello Cucinelli anorak a year from now.

Because this is San Francisco. You'll be freezing in shorts and flip-flops.

**WILKES BASHFORD**  
WILKESBASHFORD.COM  
**375 SUTTER ST. (BTW. GRANT AND STOCKTON)**  
**(415) 986-4380**



**Price:** 4 (out of 4)

**Straight from Italy:** The entire Brioni boutique -- from the \$100 Euro hangers to the working fooseball table -- was assembled by Brioni in Italy, then taken apart, shipped to SF, and reassembled where you're standing.

**The old sign:** The charmingly retro gold sign letters have been relocated from the store's facade to the brick wall behind the first level bars. (Yes, this department store has two bars.)

**Only at Wilkes Bashford:** The store prides itself on having close relationships with premium Italian designers (it was the first U.S. retailer to feature Ermenegildo Zegna), which is immediately evident when you see a Kiton suit lined in Wilkes orange. The staff will be happy to help guide you

EXPLORE MORE EDITIONS



This Weekend: Your Fall Wardrobe Awaits...



Live Like a Local on a Last-Minute Trip to LA



Summer's Five Best Cocktails



IT'S ALL DOWNHI...



We won't judge, we won't tell: who's your...



The 5 Worst Things about Having a Huge...

MOST POPULAR



TOP STYLE



Your New Favorite Suit, Delivered to Your Door



There's a Better Way to Schelp



The Best-Dressed Niners Fan? You



Your Coffee Table Is Alive



A Theft-Proof Bike Light For Your Commute Home