



FASHION PLATE

Bryan Rafanelli shares his secrets for looking fabulous 24/7. *By Naomi Kooker*

WATCHES, shoes, belts—ask party czar Bryan Rafanelli how many of each he owns, and the affable founder, president and CEO of Rafanelli Events gets sheepish. Known for throwing elegant and impeccably planned soirées—everything from a wedding in Venice, Italy, to inauguration parties for President Barack Obama to Massachusetts General Hospital's Annual Storybook Ball—Rafanelli is a poster child for sporting the perfect ensemble. He attends more than 150 events annually, so we had to ask: How do you do it?

THE TRICK TO LOOKING FRESH AND CRISP: Two of the same dress shirt

HOW MANY WATCHES DO YOU OWN? More than 10, less than 300. My favorite is my Breitling 1962—the year I was born—chronometer with primary colors.

SHOE OF CHOICE: I love a wingtip. I have six pairs of wingtip bucks.

MAN BAG OR SATCHEL: Man bag. If you have an iPad you get to use a man bag. I got a fantastic new one—Thom Browne Italian black leather with a red, white and blue stripe down the middle and killer silver-plated hardware on it.

GO-TO PARTY ENSEMBLE: Neil Barrett

lightweight-wool gray pants and Dries Van Noten striped dress shirt in gray and robin's egg blue to complement the eyes my mother gave me

GO-TO JEANS: Low-waisted Levi's Capital E. They're so damn comfortable. I have four pairs.

Y-CHROMOSOME FASHION FAUX PAS: Pleated pants, high-waisted jeans and running sneakers when not running

IF YOU DON'T KNOW THE DRESS CODE, YOU: Dress up.

TUXEDO: Tom Ford

MOST FASHIONABLE MEN IN BOSTON: Ricardo Rodriguez and Billy Evers