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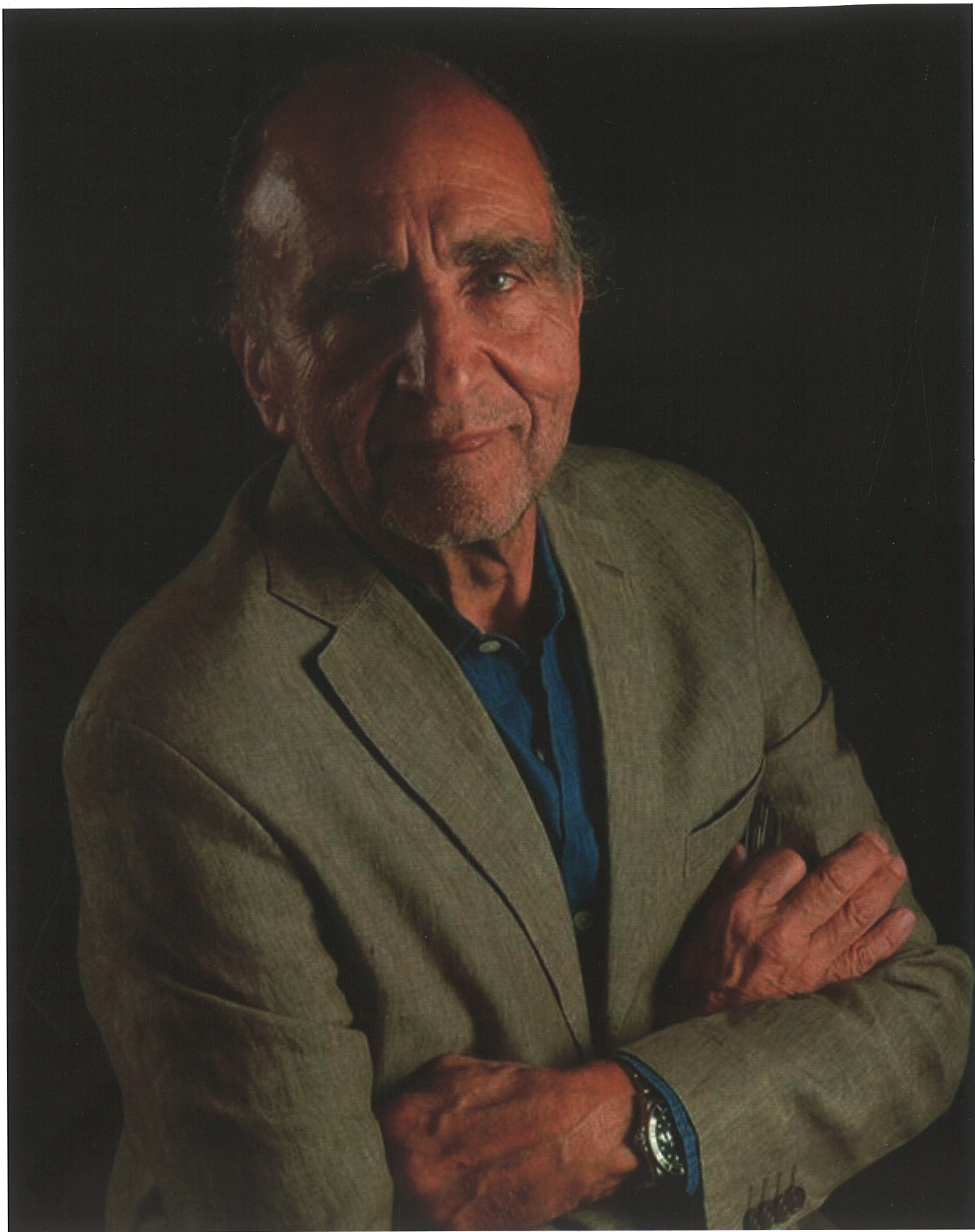


SINGER²

Vol. II • Issue 8 \$4.00



www.apparelinsiders.com



PAUL B. GOOD

Paul B. Magit flourishes in a hub of creativity **By Rebecca Paiement**

The entertainment industry has its triple threats and only the best of the best make that cut. In fashion, however, most try to master one component of the business. Paul B. Magit breaks that industry mold. He is, in fact, a quintuple threat; a man who has been as successful in fashion as he has been in music, art, personal growth and consulting.

A master of many trades, Magit says he has “always felt that music and art and fashion went hand in hand. It was just natural for me to connect with the artists and musicians as I traveled to see the collections from coast to coast and to the European capitals and playgrounds,” he says. “One of my closest friends to this day is the PR man for The Rolling Stones, Pink Floyd, T. Rex, Elton John and was the creator of The Pointer Sisters. I toured and hung with these guys and their friends and eventually found myself promoting concerts, managing artists and opening my own nightclubs. It was just one giant hub of creativity.”

A world traveler, Magit's creative wanderlust has taken him across the world from New York, through Europe and into Bali and then India where he discovered a world of personal development and meditation. Being an introspective, artistic person, Magit “found it difficult to know what to do for my own personal growth,” he says. “It occurred to me that there should be a process to help counsel people on what group or meditation would be most beneficial to them. I came up with the thought that an individual should be diagnosed from every aspect of his being, something like what is done at the Mayo clinic for physical ailments; person would be seen by several specialists looking at him from their perspective or discipline.”

Consulting with the Osho Multiversity in Pune, India, Magit received Osho's blessing to run with the idea. From there, Magit developed the Multidimensional Counseling Group where an individual undergoes a six day treatment involving eight, different diagnostic approaches. “It can be a specific meditation, personal growth groups, changes in life-style or habits, or a major shift in their personal or work life. It really works,” Magit enthuses.

Perhaps a natural outgrowth of his spiritual work, a friend back in New York inspired Magit to open his consultancy firm. “When I returned from India, an old friend of mine who had a small group of young fashion stores in New York, asked me to have a look at his operation to see what he could do to expand and grow,” he remembers. “I stepped in and did an in-depth study of every aspect of his business, made some

recommendations, implemented them and things improved. Others heard about what I was doing and, before long I found myself counseling several businesses of varied and different ends of the fashion business - from retail stores to importers, designers and manufacturers.”

But nothing is as intriguing as Magit's personality and the history he has lived to its fullest. When he wasn't lunching with George Harrison and Eric Clapton, he was throwing a fete for 100 at Petrossians Restaurant to celebrate Erté's 93rd birthday or being followed around Chicago by Life Magazine to document his life and career.

Through it all, Magit has seen the fashion industry in all of its incantations. Whether consulting on someone else's business or running his own stores or art galleries, to Magit, it has to be about the buyer's experience, first and foremost. “An atmosphere, an ambiance and client service,” he says. “It isn't just the acquisition of the garment, but the experience of that purchase. In the Paul B. shops, we had a DJ, sold record albums and I believe we were the first fashion retailer who sold tickets to concerts and events through Ticketron remotes. Later on at Fiorucci, we had a free espresso bar and pinball machines. Music has always been a major part of my shops' ambiance. I feel that now, with so much of the business being done over the internet, the client is robbed of that experience. When we bought for the shops, we relied on our gut feelings and lived or died with those decisions. The manufacturers and sales reps waited for guys like me to work their lines to decide what to cut and promote.”

Still enjoying the “diverse responsibilities and always coming up with fresh visions from my perspective,” Magit serves his clients “their conceptual, organizational, staffing, merchandizing, systems, security, marketing or PR needs,” he says. “I love it so much more exciting than standing behind a cash register. I get to look at situations objectively, to make suggestions and then make them happen.”

As for personal style, Magit is an icon. “I'm not sure if my personal style has evolved much over the years,” he admits. “I've always been me. I don't really follow trends for myself, although if there is something of the latest that catches my eye, I will definitely wear it. I kind of collect things as I travel. Guess I might have been more eccentric in my dress early on in those psychedelic rock and roll days. A close friend describes me as an urban international traveler with a touch of Bohemia.”

And that about says it all. 