

# Making bold take hold

British tailor Tony Q'aja spins styles he reserved for pros into a new brand



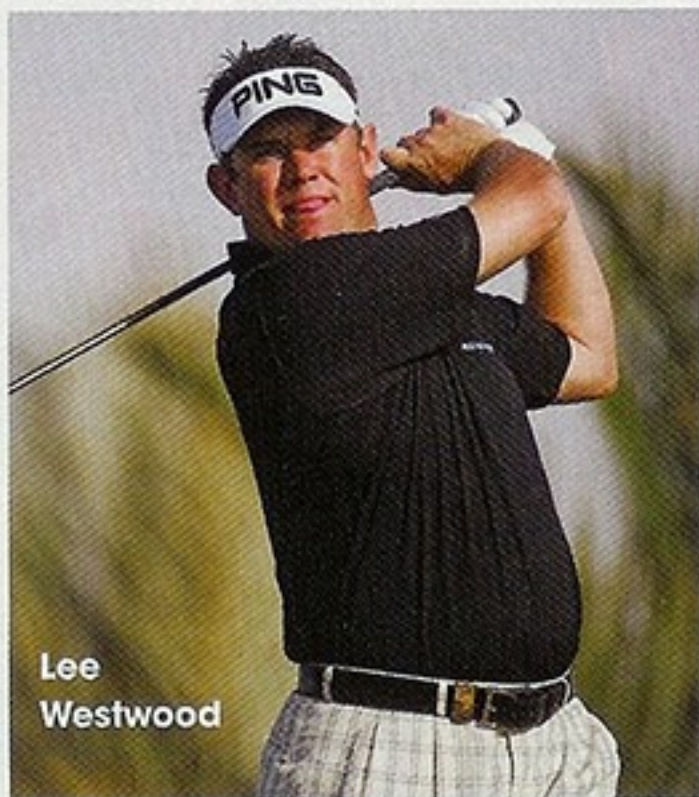
THE oohs and aahs at the Masters next week won't be confined to great shots. Players' wardrobes also are a good bet to generate buzz. And while it takes a brave man (usually a European, such as Lee Westwood) to wear mega-watt plaid trousers during tournament week, arguably it requires an even bolder one to create them. Tony Q'aja is such a chap.

Q'aja is the London-based tailor whose unique, high-energy stylings drew notice three years ago when he crafted Darren Clarke's Masters makeover. He has subsequently added zip to the wardrobes of Westwood, Graeme McDowell and Sam Torrance.

Westwood will be Q'aja's lone client in the field at Augusta National, but the designer's reach will extend in May with the debut of Q'aja Golf men's collection online

## Q'aja dresses the U.K.'s most colorful athletes.

(qaja.co.uk) and in British golf club shops. Polos and trousers, retail priced between \$130 and \$325, will launch at select U.S. shops later this year. A non-golfer but "mad fan" of the game since the 1970s, Q'aja (pronounced Kah-jah) says his inspiration comes from Jack Nicklaus and Nick Faldo.



Lee Westwood

"Individuality and dressing up with a difference is coming back in style," said Q'aja. He traveled recently to Newcastle for a fitting with European Tour player Kenneth Ferrie, who joins Torrance and Richard Green as Q'aja's first sponsored players. "We want to open golfers' horizons, which can be done even if he doesn't have a 32-inch waist."

Q'aja, who provided suits for Britain's Olympic team, and his four-person staff operate a wardrobe management service from his Chelsea studio for the U.K.'s "posh, sporty set," namely Premier League soccer players who introduced Q'aja to McDowell and Clarke. Men like to be noticed, he says, "but the key is to always be interesting, [just] not outrageous." **GW**

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