

Fashion district

Doormen's uniforms reflect on the whole building

By LOIS WEISS

DOORMEN are the first line of defense for any building, but they are also their ambassadors of style. Since doormen are essentially the icing on a building "cake," their uniforms need to stand out.

"People don't realize that the uniforms should be an extension of any redesign of the lobby or logos," insisted Jennifer Busch, a fourth-generation Manhattan uniform designer.

Busch has a penchant for fashion that she proudly shares with the real estate industry through her work with her family's I. Buss-Allan Uniforms. Busch joined 13 years ago and is now a vice-president. She laughed, "It's in my blood."

Her father, Stuart, is now president of the company established in 1892 by her great-grandfather Isaac. The company prides itself on elegant designs and full service, domestically sewn creations.

The firm has designed and provided uniforms for business improvement districts, including the Time Square Alliance and the Madison Avenue BID, as well as building owners that include Jack Resnick & Sons and W&H Properties.

"My father measured the entire Empire State Building [doormen] by himself," said Busch. "He's an old school New Yorker who believes in hard work."

Because the Resnick firm is now run by the younger generation, Busch designed their new employee uniforms to reflect the "new blood."

"It's still conservative but we updated it," she said.

For the W&H portfolio, including the Empire State Building, Busch visited the various office buildings to create photographic archives that will soon be reflected in the uniforms. "We matched one bur-



Doorman Dominic Torres has a uniform that matches the interior design of the building he works in.

Imogen Brown

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I. Buss-Allan Uniforms vice president

gundy to the color of the elevators," she said. "Some buildings have diamonds in the floors and others have florals in the ceilings, and the uniforms will pick up on the architectural details."

Management companies, including Rose Associates and Prudential Douglas

Elliman all have different signature styles.

Among other clients are London Terrace, Rockefeller University, the Dakota, the Metropolitan Opera and Carnegie Hall, along with various police units and volunteer firefighters.

"They all have different uniforms," she said. "Some

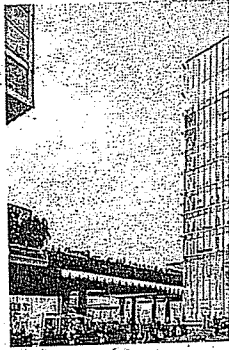
have designs and have asked us to replicate them or just change them a little bit."

The uniforms can be rented or owned, and the company also provides laundry service as well as repairs and replacements of the garments which are all sewn and not glued, as are those of some of their competitors.

Currently, Busch is working on developing a line of "green" uniform clothing that will include work shirts and polos made out of recycled plastic bottles and organic cotton.

"The problem is that people don't always want to pay more," said Busch. "And the products still have to work and have to be durable."

High exp



The Romanoff family owners, have obtained 116,000-foot LEED (Leadership in Energy and Environmental Design) near the High Line Park Meatpacking District.

The approval permit covering both the ground and the amount of retail allowed.

James Carpenter of Associates led the design project's architect, Rar Valcarcel. The project is a 10-story structure as well as a portion of the retail High Line and will include offering retailers a unique

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