

GOTHAM

MEN'S ISSUE



October 2012



SINCE LAUNCHING EMM GROUP IN 2006, New York nightlife impresarios 34-year-old Remm and 33-year-old Birnbaum are responsible for hot spots including flagship nightclub Tenjane, as well as Alce & Arthur's, SL, Catch, and Lexington Brass. The pair has branched out to the Hamptons, Hoboken, and soon South Beach, and their yet-to-be-named 20,000-square-foot venture on the Bowery—a combination bakery, restaurant, lounge, and live music space—is slated for completion this fall.

▲ MARK BIRNBAUM

NEW YORK NEIGHBORHOOD: West Village. **ON MY CAREER CHOICE:** After being across the street from the World Trade Center during 9/11 and losing my best friend to cancer in the same month, I realized that life is too short, and you should do what you love. **WHY I LOVE NEW YORK:** It's got the best of everything—opportunity, excitement, entertainment, food, and culture. **WORDS OF WISDOM FOR YOUNG HOSPITALITY PROFESSIONALS:** Make yourself known and irreplaceable, humble, and never be afraid to go for it—whatever “it” is. **CAUSES CLOSEST TO MY HEART:** The Lustgarten Foundation for Pancreatic Cancer Research, Friends of the Israeli Defense Forces, and Happy Hour Fund. **BEST NEW DISCOVERY:** Jerusalem. I just went for the first time this summer—amazing. **RULES TO LIVE BY:** Live life every day to its full potential, and never compromise your morals for anything. **G**

▲ EUGENE REMM

NEW YORK NEIGHBORHOOD: West Village. **WHY I LOVE NEW YORK:** People can coast here with nothing, and through hard work and dedication, they can succeed. **BEST CAREER ADVICE EVER RECEIVED:** “Stay humble, work hard, and always keep the pedal down and push forward.”—Stephen Harmon, founder of BR Guest Hospitality. **WORDS OF WISDOM FOR YOUNG HOSPITALITY PROFESSIONALS:** Check your ego at the door. Realize that this is a business, and don't treat it as something you do just for fun. **FAVORITE NEW YORK MEMORY:** The Giants beating the Patriots in Super Bowl XLII. **CAUSE CLOSEST TO MY HEART:** Sports in Life, a basketball charity I started this year in Brooklyn for at-risk teens. **PEOPLE WHO'D NEVER GUESS:** I didn't eat out at my first proper restaurant in New York City until my mid-20s. **RULES TO LIVE BY:** Be proactive, and always raise your consciousness in every aspect of life.

on men: suit (\$1,895) and shoes (\$178), John Varvatos, 122 Spring St., 212-965-0700; johnvarvatos.com. Dress shirt (\$345) and silk pocket square (\$95), Ermenegildo Zegna, 653 Fifth Ave., 212-473-4488; zegna.com. Bracelets, Birnbaum's own. Custom tuxedo, Michael Andrews Bespoke (price on request), 3 Great Jones Alley, 212-677-0755; michaelandrewsbespoke.com. Dress shirt (\$199) and shoes (\$699), John Varvatos, see above. Watch, Audemars Piguet (price on request), 85 E. 57th St., 212-688-6644; audemarspiguet.com. Bracelet, Remm's own.