

IN STYLE

News and trends in today's fashion

FASHION AMBUSH

'At work, I always wear French cuffs'



NEWS STAFF/BEVERLY TAYLOR

► **Who:** Greg Powell, 48, of Hoover. He's the president and CEO of Fi-Plan Partners, an independent financial planning and wealth management firm in Hoover. The firm's clients include the Birmingham Barons and the Miss Alabama Pageant.

He's also the chairman of the Samford University Brock School of Business Advisory Board.

He and his wife, Peggy, have three daughters and in-house style consultants: Sara, 13; Audrey, 11; and Lydia, 9.

"With three daughters, you get critiqued a lot," he said, laughing and adding that none of them believed he was going to be in a fashion article.

"The standard line is 'Dad, don't embarrass me.'"

► **What are you wearing?** A Jack Victor suit from Gus Mayer; a Joseph Abboud dress shirt with French cuffs from Belk; a Robert Talbott tie from Gus Mayer; David Donahue cufflinks that were a gift; Johnston & Murphy shoes from the brand's store; and a Baume & Mercier watch.

"At work, I always wear French cuffs. I think it's an extra touch of professionalism." French cuffs also provide him with display space for his array of 50-60 sets of cufflinks, which are often a topic of conversation.

If his shirts are strictly business, his ties are just for fun. "The tie is one of the few things that we as men have to live up the colors."

Fixtures of his workweek look are Mont Blanc pens in his shirt pocket. "For business purposes, when a client needs to sign something or when I need to take notes, I need to be prepared."

► **What do you wear on weekends since you wear suits all week?** Jeans, khakis and Polo-style shirts. "I'm notorious for keeping clothes," he said, adding he buys quality pieces and really gets his money's worth.

► **Where do you shop most often?** He hits Gus Mayer and Brooks Brothers, and he said Kelly Wehby at Belk gives him a hand from time to time.



► **Where do you find your cufflinks?** He likes Wallace-Burke Fine Jewelry & Collectibles in Homewood.

His favorite brands or designers are Deakin and Francis, David Yurman, and David Donahue.

► **What's your favorite pair?** "I don't know if I have a favorite pair."

But as a student of American history, one special pair is from Ronald Reagan's presidency. "Every president has a set of cufflinks made for their administration with their signature."

Also, the David Donahue ones that he wore here were a gift from his branch operations manager Amy Marquis that mimic his company's logo for its patent-pending planning process called "Your Financial House."

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