

Theron
Carmine
De Sousa



The branding consultant,
equestrian and voice expert
treats style as he does his
career: There's nothing he can't do.



Theron L. Carmine de Sousa

360-Degree Strategist & Sustainable Growth Advocate

Condé Nast

GQ's Top 50 Best Dressed Men in India 2010 – 18

Hall of Fame 2015 & 2016



**THERON
CARMINE
DeSOUSA**

★★★★★

GQ says: Giving British royalty a run for their money



GQ BEST DRESSED MEN 2014

IN ASSOCIATION WITH

LOUIS PHILIPPE



**VIKRAM
RAIZADA**

★★★★★

GQ says: The head honcho of Tara Jewels knows the power of the perfect accessory



Zayed Khan



GQ SAYS:

THIS YEAR WE DISCOVERED A BONA FIDE STYLE MAVEN LURKING WITHIN THIS ACTOR. SO WHERE'S IT BEEN ALL THIS TIME?

GQ

LOOK SHARP • LIVE SMART

**THERON
CARMINE
DeSOUSA**

GQ SAYS: It's all in the details for the spiffy branding consultant-cum-racing enthusiast – vintage watches, belts and a baritone voice.







NIKHIL MEHRA

GQ SAYS: WE ONLY PRESENT OUR BESPOKE GQ GEAR TO THE MOST DESERVING GENTLEMEN

THERON CARMINE DESOUSA

GQ SAYS: THIS BOMBAY BOY ALWAYS LOOKS RUBBED DOWN AND SLICKED UP. NOT TO MENTION, HIS VOICE THAT COULD MELT MISS HAVISHAM



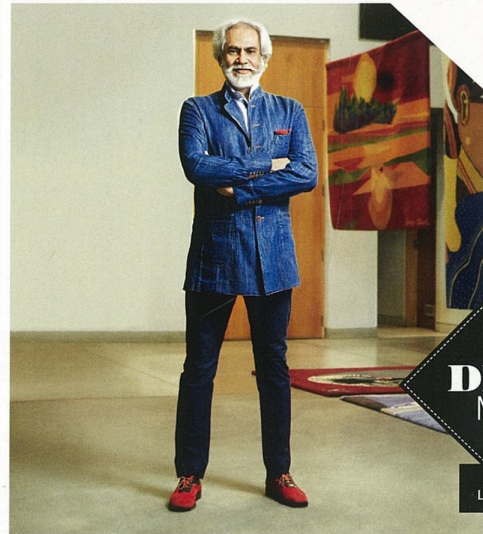
JAISAL SINGH

GQ SAYS: THE DASHING TIGER CRUSADER IS AS MUCH AT HOME ON JAIPUR'S POLO GROUNDS AS HE IS IN RANTHAMBORE'S BUSH LAND. MASSIVE PROPS FOR THE 'STACHE



SUNIL SETHI

GQ SAYS: WE'VE ALWAYS BEEN BIG FANS OF THE OLD-SCHOOL DANDY AND HEAD OF INDIA'S APEX FASHION COUNCIL

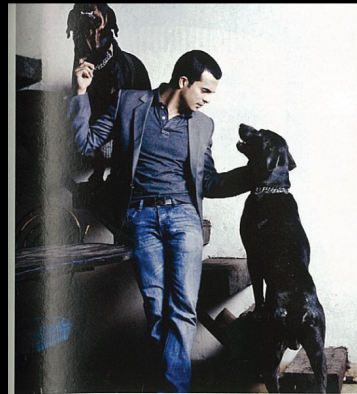


GQ BEST-DRESSED MEN 2013

IN ASSOCIATION WITH

LOUIS PHILIPPE

JUNE 2013 GQ - 121

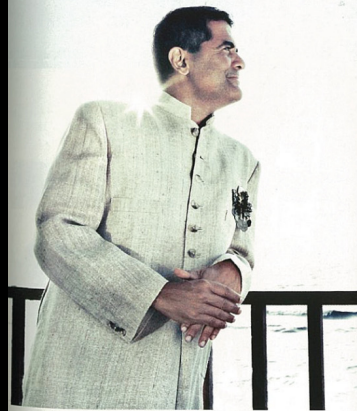


Theron Carmine

GQ SAYS: THE BARITONE RESTAURATEUR-RIDING ENTHUSIAST-VOICEOVER MAESTRO FLITS FROM THE STABLES TO THE BAR. ALWAYS LOOKING THE PART.

"Aside from Theron's great wardrobe, he's always so well groomed, and accessorizes with true personality."

NATASHA CHIB, FORMER FASHION EDITOR, GQ



AD Singh

GQ SAYS: A DANDY IN THE BEST SENSE OF THE WORD.

"You always notice him in a room full of people."

SHEETAL MALLAR, PHOTOGRAPHER & FORMER MODEL



GQ BEST-DRESSED MEN 2012

IN ASSOCIATION WITH

TEACHER'S ORIGIN

Sidhartha Mallya

GQ SAYS: WHEN GQ PUT HIM ON THE COVER LAST YEAR, THERE WERE THOSE WHO WONDERED WHY. TODAY, THE PRINCE OF GOOD TIMES HAS FASHION BRANDS VYING TO SIGN HIM UP AND CASH IN ON HIS INHERENT APPEAL.

"HIS STYLE IS CLASSIC, EFFORTLESS, WITH AN ELEMENT OF EDGE. HE LOOKS OH-SO-DASHING IN A FORMAL SUIT AND CARRIES IT OFF WITH SWAGGER. A BIG THUMBS UP!"

AMY JACKSON, ACTOR



GQ BEST DRESSED

IN ASSOCIATION WITH

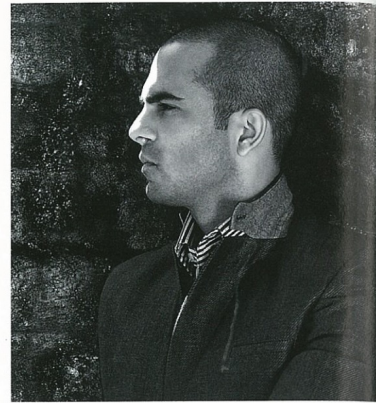


DIGITAL DON

MANISH
MALHOTRA

The leading designer knows better than to put a wrong sartorial foot forward.

2.5m 2.75m



THERON
CARMINE
DE SOUSA

He embodies classic British tailoring with a twist – and his personality is every bit as exuberant as his style.



VIR DAS

Being stylish is like being funny: it doesn't work if you force it. Luckily, Das knows exactly what works for him.



A.D.
Singh



You never know what the restaurateur's going to turn up in, but you can be damn sure it won't be boring.



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Vikram
Raizada

A playful agitator of bold fashion and often the standout guy in a room.



Dino
Morea



Looks good in everything he puts on. Even a Batman-esque cardigan.



WATCHES




THERON CARMINE DE SOUSA, director, FWC LLP
 "I remember my father looking at me very disapprovingly," says the strategy and design consultant, as he recalls his first memory of wanting a watch. "I was about 12 years old when I asked for a watch with a quartz movement. He sat me down and explained watches—about the beauty of mechanical movements." Since then, his interest in watches has grown to include Rolex, OMEGA, Cartier and a rare vintage Universal Genève. **What's your favourite memory related to timepieces?** "When we travelled through Hong Kong and Australia (top left), my father would take me to workshops where watches were being restored or sold so I could see these pieces—handmade, mechanical ones—for myself." **You always wear two watches—one on each wrist—why?** "In the early 2000s, I was consulting with a few financial institutions and had to work according to different time zones. I am dyslexic and needed to know when exactly to call someone. So I started wearing a second watch set to the time zone of where that person was. It's become a habit." **The one watch you never leave home without?** "That would be my limited-edition Rolex Submariner. It was a delayed graduation present—partly from my mother and partly from myself."

PRATEEK SEKSARIA, counsel, Bombay High Court
 The legal eagle who's represented various corporates, public sector companies and the Government of India, counts timepieces by Rolex, FWC, Ulysse Nardin, Patek Philippe and Chopard as key in his collection. He's passionate about travel, and says his two loves often find a sublime way of uniting. On a recent trip to Japan (right), for instance, the traditional temples, homes and cherry blossom blooms reminded him of the artistic dials by brands like Vacheron Constantin and Spaska Marin. **What's your go-to watch for work trips?** "Work sometimes takes me to London and Singapore; I usually wear the Classic Dual Time by Ulysse Nardin." **What's been your most memorable trip?** "In 2012, I spent about 26 days in Scandinavia and Iceland, of which a week was spent on a cruise around the Norwegian Fjords. The scenery was some of the most spectacular I've ever seen." **Do you use a particular function on a watch quite regularly?** "I always use the dual time feature. When I'm travelling, I use it to keep track of IST, and otherwise, I sync it with UK time, since my daughter is studying there."




Protocol Japan XXL Micro Mosaic, Piaget

PHOTOGRAPHS: ANIL KUMAR GUTTA / MUSEUM JAPAN

SHOP & STYLE

WATCHES TO CRAVE FOR PLACES TO WEAR THEM

THE WATCH COLLECTORS

Eight high-flyers on where they travel and the watches that make them tick.

By Prasad Ramamurthy




Social media star Anish Bhatt Instagramming watches by Vacheron Constantin

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