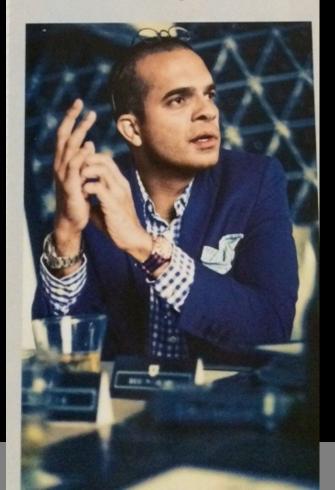
Theron Carmine De Sousa

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

details for the spiffy branding consultantcum-racing enthusiast - vintage watches, belts and a baritone voice.







THERON CARMINE DESOUSA

GO SAYS: THIS BOMBAY BOY ALWAYS LOOKS RUBBED DOWN AND SLICKED UP NOT TO MENTION, HIS VOICE THAT COULD

MELT MISS HAVISHAM



JAISAL SINGH

GO 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







JUNE 2013 GQ - 121





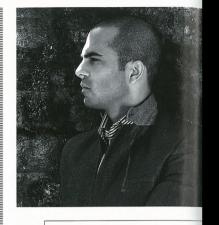


DIGITAL DON

MANISH MALHOTRA

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







THERON CARMINE DE SOUSA

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





A.D. Singh



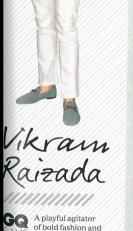
Theron Carmine De Sousa

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





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



often the standout







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, IWC, 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 Speake 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 aways 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."





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HOMES

just off Panjim,

Saviojon Fernandes workshop-cum-resi

dence is a study in

BY GUETIKA SASAN BURNDARI

I THERON CARMINE DESOUSA



This endurance rider and ad man loves polo shirts for their flexibility and comfort

rechanging however, over

As a person who juggles three careets with his passine for sports, it's no worder that Theono Carmine Defense, 32, likes to "play with inditor", a phrase you have him see often as he take about his searcial choices. Defense overs Calé Gos Bistro & Gell in Marshel, and is an advertising consultant who also adventising consultant who also moonlights as a dubbing artists. And he spends all his free time riding horses and arrording the noces at the Mibalauril Bace Course. His work in the creative fields and his passion for riding has influenced his some of such, and it doesn't come as a style, and it doesn't come as a surprise that polo shirts are his attire of choice during the day and at night, lidited excerpts

Why are you so fond of wearing pelo shirts? The utilization T-shirt became an eath of choice for all occasions a couple of years ago when I quit as a strategist of an adventising firm and decided to become a consultant. As far as 1 that they provide, seamlessly become a consultant. As far as I can think back, I only non-ember wouring collared T-shire. My dad introduced me to riding and he would make me wear pole shire then. I think the only time that I ever the shire the shire than the colly time that I ever the think the colly time that I ever them.

wear V-neck or round-neck T-shirts is to bed. My dad T-shims is to bed. My dad desceed in what made him happy and that's exactly what I have learnt to de new. How does year daily schedule lead itself to wearing polo shirts all day? I work in a creative field and I don't need to be dessed.

Utilitarias: (show) DeSume prefers poin shirts in soft fabrics and solid solutes; and his Hackett golo belt.

formally. I made a connectous decision to dress constortable at all times. I like polo shirts for

that they provide, seamlessily going from the field to a client meeting and to a night out with friends.

After work, I often stop by at the Mahalazmi Race Course, where I lave [to] ride, I den't also not be really in the I play polo, but while riding I'm comfortable in pole shirts.

jodhpurs and knee-high leather boots.
Why is a pole shirt most
constortable while riding or
for entition activities?
On the field, it serves a more
utilization purpose. The labric
(of these pole shirts) is

HOLIDAY HOT SPOT:

comfortable and leeps you coal, the stiff collar can be turned up to svoid mack burn and the fit is great. I even own a (palo) T-shirt with rivets under the arms that prevent sweat accumulation. What do you keep in mind

loose-fitting clothes and shirts. Fitted T-shirts force you to hold yourself etter. There's no room to hide anything and se you take care of yourself. Even your posture is different. Earlier. I used to wear mostly muted colours but recently I switched in wearing bright

wearing T-shirts I may as

your poles? When I'm wouring poles in culours such as black, srev. calones such as black, grey, navy or white. I add colour to my look with anylo-patierned socks and multicoleared gole belts. These belts were ceignally wern by cowboys in Argentina. I found them at Huckett while I was travelling. How do you take your polio

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BEAUTY ICONS

think Scarlett Johannson is

also leve Inlia Roberts for

always looking fresh.

TRESS TALK

► Trainer Twinkle at Casmic Fasian by Papal Gloward Towart, Mumbal.

well have fun with them

almond, castor, cocunut and olive oils. I do this once a month. I use a Kérnetuse shampos specifically for dry hair, and follow it with a

BEAUTY RITUALS

ILUS a Lancebere face wash. I try to avoid creams because of their chemical content. In code weather, I use Clarins' HydraQuench Rich Cream, and on a beach I use a Clarins sunscreen. I don't believe in Frield. believe in facials.

DIET CHART Fig. a vegetarian and believe in earing lots of green vegetables, the spinach, feraugesek and broccoli. I suc healthy meals with lots of whole grains and don't cur down on carbs. I gut every 2-1

FITNESS REGIME I do ashings and power yoga for an hour every day. Ac told to Picking Shale.

TALK SHOP We went shopping with DeSouse to understand how to choose a polo shirt

We wanted to find out how unaded to find out flow use decides which T-shirt to paid or report from the large variety of poles assistate. We went to the The Collective; a Collective a memower store at the Probative, and as we walked to the Radyn Lawren sector, be immediately picked a pale in light pink with

the ubiquitous logs in beight green on the chest. He prefers T-shirts without noticeable logos or numbers. The new Rabb Lauren number. The new Sobb Learns police have long long-size feelings a feeling in the last parties have long-size feelings as feeling in the last parties of the last parti another brand that's

has good poles.

shirt from work to an evening out? I always have a semi-formal linen-wool jacket in my car that I pair with polo shirts in solid colours, a dark pair of denime or khakis, and tan browses for a or kinkis, and ran brogues for a client meeting. In the eventings, I switch the semi-formal jacket in a sporty one, the brogues fin loafers, and fin ready to hit the burs. This is how the finisher aspect of the polo shirt came about. I suddenly realized how consenting it is.

One-man sho

Most Goan homes have a very 1978s retro vibe. They are often chaotic with curved, classical pieces. And I can't connect with a really old house. My seal doesn't fit in. I like a new house with old I like a new house with old things, or an old house with new things," may Goo-hased fashion designer Saviojan Formandes. So when he meeded his own space, Fermandes decided to demodish and rebuild a unit adjacent to his brailly home. The result a twe-storey pad that houses a living room, a kitchen, a workshop and a reashroom on the emand floo a washroom on the greend floor, with a bedroom and balcony on the first. Compact and self-con-tained, this was "supposed to be my space, with no one offing me what to do". At that point, the designer confuses he was going through a minimalist phase, se-ths, beares agent and a mark. the house acquired a stark industrial feel-a style he loses. industrial feel—a refe he loos.

"I wanted a space that was elightly deconstructed; it's a technique I use in my garmens too," anys the designer, who managed to get the look bang on. The hears is may affective of the avyetial influences that have been the desired, exect. have honed the designer's sensi-

have based the designer's seemi-bility and others to his low for address the seeming of the seeming of the seeming of the seeming industrial back Cosm led on the estable, using a common red lateritet state go as earlier of the seeming of the seeming of the seeming of the state go as earlier of the seeming of the seeming of the seeming of the state go as earlier of the seeming of the seeming of the seeming of the state go as earlier of the seeming of the later is the seeming of the where, in New York, in London. the only familiars is an easy table

Better

Strains of Carla Brani waft and bench that Fernandes through the air, and you find designed and balk. Yourself admitting hose an old The house waws in its simplic-



MERCANAL DE LOS







My beautiful life She's always in the limelight-for her roles and her glam footprint. Here, Kareena Kapoor spills her beauty secrets

MAKE-UP MANTRA

no make-up at all. For a night out, I line my eyes with black hold. I also love a smoky-syed look with Yees Saint Laureur's brown eve pencil. Plus. I curl my englishes and one lots of YSL mascara. For lips, I profer to use a pale pink lipstick.

HANDRAG

Under all the junk (my wallet, credit card and waite, creeds care and odd papers) yee?!! find my favourite "Cherish" MAC lipotick, the MAC blush "Improper Copper" and a Chanel losh pencil in black. I

can't live without my kohl pencil. SCENT OF A WOMAN I love Jean Paul Guskier, For special occasions, I apply Un Iardin on Méditerrané

beers. At night, I usually have dail, regetables, curd and rati or brown rice. I try to drink at least 6-8 glasses of builted



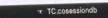












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