



Reel Makeover: From Fisherman To Fashionisto

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Written and photographed by Nathan Coe



There's something about commercial fishing and fashion that don't quite mix. In fact, one would be hard-pressed to find a profession in which perfect grooming and a manicured look were more out of place.

But just because you fish for a living does not mean you don't want to look great on shore. Sometimes it just takes a little bait to lure a rugged man of the sea into a beauty salon to bring out his full potential.

Blu owner Kim Pizzitola convinced **Jim Mondani** from the fishing boat *Absolute* to submit to an extreme makeover in order to prove that macho men and manicures are not mutually exclusive. A beauty parlor was not exactly Jim's natural habitat, nor was he especially looking forward to having his salty sea-mates see him looking buffed and polished. But that was all about to change.



The head-to-toe transformation started with a hand massage from Janeen at **Janeen's Salon** on North Beach Street, which turned his leathery skin buttery smooth. Janeen then began transforming Jim's weather-worn nails into polished perfection, and gave him a pedicure worthy of a professional foot model. Our boy Jim, who first asked whether heterosexuals ever did this kind of thing, walked out the door wondering why he had waited so long.

With newly rejuvenated hands, feet and possibly attitude, we set Jim on his next course for **Joe's Barbers** for a close shave that took off three days' worth of growth. With an old-fashioned razor and the skill of a surgeon, Wilbart turned Jim's face baby-smooth without as much as a nick.

From Joe's, we then whisked our increasingly attractive angler off to the elegant **White Elephant Spa**. Jim informed us—not surprisingly—that he had never availed himself of the services of this island oasis, let alone the “Gift From the Sea,” one of the spa's signature service facials. A purifying treatment customized for all skin types, this particular facial blends the healing properties of the sea with the rejuvenating properties of pineapple. Jim quickly grew to enjoy his royal treatment, and looked surprisingly at home with a face covered in pineapple and cotton covering his eyes. The soft music and the gentle hands of Monika transformed Jim into a new man.



Glowing from his pineapple-based facial, Jim headed off to **RJ Miller Salon**, where owner Paul Bufalino greeted him with a cappuccino worthy of the best Italian bar's stamp of approval. Paul carefully assessed Jim's wind-damaged mane and created a more managed and urban

sophisticated look to his coif. After washing, trimming, texturizing and conditioning, Jim's hair was transformed from out-of-control to out-of-this-world.

But if clothing makes the man, Jim still needed a final touch. To complete the metamorphosis from fisherman to fashionisto, we brought Jim to **Marina Clothing** on Old South Wharf. His outfit first started with Agave Denimsmith jeans as a staple to his new wardrobe. We then accented his pants with a Tailorburd striped shirt, which went perfectly with his Martin Gordon navy jacket. A Ted Baker of London tie pulled it all together, with help from a smart Bill Lavin leather belt. To add an air of professionalism – and for use in Jim's second life as a Boston attorney – we fitted him with a Jack Georges briefcase from **Craftmasters** of Nantucket on India Street.



But a man cannot survive on one outfit alone, so a trip to **Haberdashery** on Main Street was in order. We started with Luciano Barbera country prep corduroy trousers paired with a relaxed Della Ciano cashmere sweater. A Begg of Scotland lambswool scarf and a quick trip to **Murray's Toggery Shop** for a pair of Cape Cod Collection loafers sealed the look. With a Luciano Barbera jacket thrown over his shoulder, Jim was now ready for action. With his new look and a swagger in his step, Jim can now reel in just about any mermaid he chooses, and he is now definitely a keeper.

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