

# Bloomberg Businessweek

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## What I Wear to Work

Etc.

### Tell me about your restaurants.

Seamore's is a new, fun, accessibly priced seafood restaurant. The Meatball Shop is a place to come and enjoy meatballs any way you can imagine.

### What's your role?

For Seamore's, basically everything. For the Meatball Shops—there are six—I design the restaurants, do real estate and branding, and smile a lot. It's my job to make people excited to be there.

EPAULET NEW YORK

### Do you have a uniform?

T-shirts, jeans, and boots, and sometimes a button-up. I ride a motorcycle, so I always have a jacket with me.

ADAM COOPER

SHOEI

### Why so casual?

Our concept screams comfort, and it's just the person I am.

### Those boots look old.

They're from the '60s. I got them at a flea market. I hope they last forever, because I wear them four days a week.

RED WING

### Do you work out?

Every day I have a calisthenics routine I do in the morning: 150 pushups and 450 crunches. Three days I weight lift with a trainer at 9 a.m., and another three I do Muay Thai in the evening. On weekends I run upstate. It's a lot, but it keeps me sane.

### How did you choose your shirt?

It fits perfectly. I have broad shoulders and a small waist, so shirts are tough.

### Why those pants?

I've had them for seven years, and they're still humming. Mickey Drexler, chief executive officer of J.Crew, is a buddy.

### And the watch?

When we opened our fifth Meatball Shop, I treated myself to it. It's a 1980 Rolex GMT, the year I was born.

ROLEX

# MICHAEL CHERNOW

34, owner, Seamore's; co-founder, the Meatball Shop, New York

J.CREW

### How often do you get tattoos?

When there's an occasion in my life, a turning point, or a white-light experience, I'll put it on my body to commemorate it.

Interview by Arianne Cohen