

## SELF-STYLED: DESI WILLIAMSON

By MARY O'REGAN

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(Photo by Photogen Inc .)

I speak to people and corporations all over the country and around the world.

**I hear you just wrote a book.**

Yes, my first book was called *Get Off Your Assets! ... How to Deal with the Challenges of Life and Win!* My new book is called *Where There's a Will, There's a Way! ... Succeeding in the Face of Turbulent Times*. I'm very proud of it. It's a book that's for the times.

**Speaking of the times, what do you think of the way young people are dressing?**

I'm not really impressed. It's hard to find a young man with his pants above his waist anymore. They're usually below his butt! When I was their age, you couldn't get into many of the clubs in the Twin Cities without a sportcoat on.

**Where do you shop?**

I have a lot of my clothes made now, but I'll go to Belleson's in Edina. Now and then I'll go to a store like Bloomingdale's or Nordstrom. I'll buy jackets from Men's Warehouse. I'll buy a sweater from Jos A. Bank. Usually I don't buy my whole wardrobe from any one place. I'll buy it from different places depending on what I'm looking for.

*His Style: Desi is wearing a jacket from Nordstrom, a hat from Levine's in St. Louis, slacks from Dillard's in St. Louis, a tie from KG Men's, a pocket square from Morgan's Custom Clothing in Eden Prairie and a shirt from Morgan's Custom Clothing.*

**Y**ou're a pretty sharp dresser.

Yeah, I've always enjoyed clothing. It comes from my background. I grew up in a family of men that always dressed up.

**Where did you grow up?**

St. Louis. My grandmother and my mom were also huge influences on me. My grandmother didn't like facial hair—she liked mustaches, but not beards and goatees. She used to always give me a hard time about that. She said, "Don't be like everybody else. Be different. Be uncommon."

**Do you ever dress down?**

People always tease me. I do dress down, but when it comes to going out, I'm pretty formal. It's rare to find me in a pair of jeans if it's not on a Saturday or a Sunday. My oldest uncle, I never saw him in a pair of jeans my entire life. He would cut his lawn in a pair of suit slacks.

**Where do you usually go out?**

JD Hoyt's, R. Norman's, the W—places with more of an older crowd. But every now and then I'll go where the young people go, because I want to keep my hands on the pulse of what they're doing because of the nature of my business.

**What do you do?**

I'm a professional speaker for Impact!! Seminars Unlimited, Inc.