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## **RUTTER HOBBS & DAVIDOFF SEALS THE DEAL FOR FAMED LOS ANGELES CLOTHING RETAILER SY DEVORE**

**LOS ANGELES (August 8, 2007)** – Los Angeles-based law firm Rutter Hobbs & Davidoff Incorporated announced its guiding role in the successful acquisition of famed Studio City-based clothing retailer Sy Devore by longtime manager and industry innovator, Danny Marsh. Recognized “Super Lawyer” and partner at Rutter Hobbs & Davidoff, Andrew Apfelberg, was engaged by Marsh to oversee the transaction. Marsh was recently honored by *MR Magazine*, a division of Condé Nast, for “Innovation in Retail.”

Sy Devore was founded in 1944 by the “tailor to the stars” of the same name. The store has outfitted fashionable patrons ranging from Rock Hudson and Sidney Poitier to Presidents John F. Kennedy and Lyndon B. Johnson. It has also been in demand as a wardrobe supplier for numerous films and television shows. Since then, the 70-year-old operation has evolved with the times and now attracts an affluent twenty-something demographic interested in brands like Paul Smith, True Religion, Etro and Canali. According to Marsh, Sy Devore is “not your grandfather’s store.” Marsh was manager at Sy Devore for 18 years, and minority partner for the last eight years, leading up to the acquisition.

“For years I had been in talks to purchase Sy Devore,” explained Marsh, a lifelong resident of Sherman Oaks. “Working with Rutter Hobbs & Davidoff helped me to fulfill a dream. Andrew Apfelberg’s progressive thinking, patience and amazing attention to detail brought that dream to fruition.”

Just prior to closing the deal Marsh had attended a prominent industry tradeshow, where he found himself in the distinguished company of fellow award recipients Garys of Calif., East Coast-based Mitchells/Richards, Los Angeles-based Traffic and Bergdorf Goodman Men’s Store of New York City. The Second Annual “Innovation in Retail” Award builds out Marsh’s already impressive list of accolades, including an Emmy Certificate for work with the costume designer of television’s “Picket Fences” and a commentary by celebrity-turned-retailer Lisa Rinna, who sang his praises for the “Best of L.A.” issue of *Los Angeles Magazine*.

Rutter Hobbs & Davidoff’s lead for the Sy Devore transaction was corporate mergers and acquisitions attorney Andrew M. Apfelberg, supported by colleagues Natasha Shabani and David Y. Joe.

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**About Rutter Hobbs & Davidoff Incorporated**

Century City-based law firm Rutter Hobbs & Davidoff Incorporated represents clients in matters involving business disputes and litigation, real estate, intellectual property, labor and employment, corporate and securities, bankruptcy and corporate reorganization, estate planning and probate litigation. For more than one-third of a century, the firm has represented middle market companies, early stage entities, large corporations and individuals; offering clients thoughtful, focused legal counsel from senior attorneys for competitive fees. For more information, please visit [www.rutterhobbs.com](http://www.rutterhobbs.com).

**About Sy Devore**

Studio City-based Sy Devore was founded in 1944 by clothier Sy Devore. The store was patronized by celebrities and U.S. Presidents, and also provided wardrobe for numerous films and television shows. Since its inception, the store has remained committed to the needs of its customers, offering the latest fashions from a myriad of designers and collections. Sy Devore Studio City is located in the “Center at Coldwater” at 12930 Ventura Boulevard. For more information, please visit [www.sydevore.com](http://www.sydevore.com).

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*Editor’s Note: Photo is available upon request.*