

Legacy Business Registry Staff Report

HEARING DATE JANUARY 14, 2019

COUTURE DESIGNER EUROPEAN CLOTHING

Application No.: LBR-2016-17-075
Business Name: Couture Designer European Clothing
Business Address: 395 Sutter Street
District: District 3
Applicant: David Yahid, CEO
Nomination Date: March 6, 2017
Nominated By: Supervisor Aaron Peskin
Staff Contact: Richard Kurylo
legacybusiness@sfgov.org

BUSINESS DESCRIPTION

David Yahid opened Couture Designer European Clothing (“Couture”) at 395 Sutter Street in Union Square in 1989. The retail store sells high-end European designer men’s fashion customized to fit the needs of each customer and specializes in serving people who have difficulty finding clothing elsewhere often based on height, weight or disabilities. David was inspired to open the business based on an appreciation for high quality and well-made clothing.

Couture Designer European Clothing is located in San Francisco’s Union Square neighborhood, which has long been known for designer and high-end fashion boutiques and retailers that draw tourists, celebrities and trend setters from all over the world. During the 1980s particularly, Sutter Street was a mecca for menswear with around 12 different independent men’s retailers, all selling unique fashions to cater to different clientele.

The business has secured loyal clientele from politicians, pro athletes and celebrities. Couture opened with one employee and has remained small over the years. It currently employs four people. The business is owned by David Yahid; David’s wife, Lida Yahid, assists with the bookkeeping; Stephen Parrington, an employee of eight years, is the manager. Despite the hardships faced by men’s clothing industry in Union Square, Couture Designer European Clothing continues to offer customized menswear to residents and visitors of San Francisco. Sutter Street originally had 12 independent men’s retailers, which has dwindled down to approximately four.

The business is located in Union Square at the southeast corner of Stockton and Sutter streets.

CRITERION 1: Has the applicant operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

Yes, the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years:

395 Sutter Street from 1989 to Present (30 years)





SAN FRANCISCO

OFFICE OF SMALL BUSINESS

CITY AND COUNTY OF SAN FRANCISCO
LONDON N. BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

Yes, the applicant has contributed to the Union Square neighborhood's history and identity.

The Historic Preservation Commission recommended the applicant as qualifying, noting the following ways the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community:

- Couture Designer European Clothing is associated with the craft of men's fashion and tailoring.
Couture Designer European Clothing has contributed to the history and identity of Union Square and San Francisco.
The property is listed as a Significant Building in the Kearny-Market-Mason-Sutter Conservation District.
Couture Designer European Clothing has been featured in dozens of local, state and national magazines, newspapers and industry publications over the years.

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

Yes, Couture Designer European Clothing is committed to maintaining the physical features, craft, art form and traditions that define the business.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION

The Historic Preservation Commission recommends that Couture Designer European Clothing qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) and recommends safeguarding of the below listed physical features and traditions.

Physical Features or Traditions that Define the Business:

- High quality men's designer European clothing.
Custom-fitted apparel for people who have difficulty finding clothing elsewhere.
Orange exterior awning and flag.
Large display windows.

CORE PHYSICAL FEATURE OR TRADITION THAT DEFINES THE BUSINESS

Following is the core physical feature or tradition that defines the business that would be required for maintenance of the business on the Legacy Business Registry.

- Clothing store featuring menswear.





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STAFF RECOMMENDATION

Staff recommends that the San Francisco Small Business Commission include Couture Designer European Clothing currently located at 395 Sutter Street in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

Richard Kurylo, Program Manager
Legacy Business Program



Small Business Commission Draft Resolution

HEARING DATE JANUARY 14, 2019

COUTURE DESIGNER EUROPEAN CLOTHING

LEGACY BUSINESS REGISTRY RESOLUTION NO. _____

Application No.: LBR-2016-17-075
Business Name: Couture Designer European Clothing
Business Address: 395 Sutter Street
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ADOPTING FINDINGS APPROVING THE LEGACY BUSINESS REGISTRY APPLICATION FOR COUTURE DESIGNER EUROPEAN CLOTHING, CURRENTLY LOCATED AT 395 SUTTER STREET.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included in the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on January 14, 2019, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore





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OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

BE IT RESOLVED that the Small Business Commission hereby includes Couture Designer European Clothing in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Couture Designer European Clothing:

Physical Features or Traditions that Define the Business:

- High quality men's designer European clothing.
• Custom-fitted apparel for people who have difficulty finding clothing elsewhere.
• Orange exterior awning and flag.
• Large display windows.

BE IT FURTHER RESOLVED that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Couture Designer European Clothing on the Legacy Business Registry:

- Clothing store featuring menswear.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on January 14, 2019.

Regina Dick-Endrizzi
Director

RESOLUTION NO. _____

- Ayes -
Nays -
Abstained -
Absent -





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**Legacy
Business
Registry**

Application Review Sheet

Application No.: LBR-2016-17-075
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Nomination Date: March 6, 2017
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CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years? Yes No

395 Sutter Street from 1989 to Present (30 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community? Yes No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms? Yes No

NOTES: The business will be 30 years old when heard by the Small Business Commission on January 14, 2019.

DELIVERY DATE TO HPC: November 21, 2018

Richard Kurylo
Manager, Legacy Business Program



Member, Board of Supervisors
District 3



City and County of San Francisco

AARON PESKIN
佩斯金 市參事

March 6, 2017

Director Regina Dick-Endrizzi
San Francisco Office of Small Business
City Hall, Room 110
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Dear Director Dick-Endrizzi:

It is my honor and privilege to nominate Couture Designer European Clothing for inclusion in the Legacy Business Registry.

Couture Designer European Clothing's owner David Yahid is a 30 year veteran of the fashion industry. The patrons of Couture Designer European Clothing come from all walks of life, from celebrities to sports legends, businesspeople to sartorial trendsetters. Mr. Yahid is able to work with every individual and meet their specific needs, with expertise in tailoring cultivated through years of learning the business and working with the public. Couture Designer European Clothing believes in finding the right fit for each unique individual and in exercising one's personal expression through clothing.

I hope for the continued success of Couture Designer European Clothing and for its inclusion on the City's Legacy Business Registry.

Sincerely,

A handwritten signature in blue ink, appearing to read "Aaron Peskin".


Aaron Peskin

Section One:

Business / Applicant Information. Provide the following information:

- The name, mailing address, and other contact information of the business;
- The name of the person who owns the business. For businesses with multiple owners, identify the person(s) with the highest ownership stake in the business;
- The name, title, and contact information of the applicant;
- The business's San Francisco Business Account Number and entity number with the Secretary of State, if applicable.

NAME OF BUSINESS:		
couture european clothing		
BUSINESS OWNER(S) (identify the person(s) with the highest ownership stake in the business)		
david yahid		
CURRENT BUSINESS ADDRESS:		TELEPHONE:
395 sutter st s f ca 94108		(1415)5094698
		EMAIL:
WEBSITE:	FACEBOOK PAGE:	YELP PAGE
wwwcoutureuomo.com	couture sf	couture european clothing

APPLICANT'S NAME		
david yahid	<input type="checkbox"/>	Same as Business
APPLICANT'S TITLE		
CEO		
APPLICANT'S ADDRESS:		TELEPHONE:
395 sutter st san francisco ca 94108		(1415)5094698
		EMAIL:
		

SAN FRANCISCO BUSINESS ACCOUNT NUMBER:	SECRETARY OF STATE ENTITY NUMBER (if applicable):
0374238	david augustine

OFFICIAL USE: Completed by OSB Staff	
NAME OF NOMINATOR:	DATE OF NOMINATION:
mark dwight	09/05/2016

Section Two:

Business Location(s).

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location. Check the box indicating whether the original location of the business in San Francisco is the founding location of the business. If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address. For businesses with more than one location, list the additional locations in section three of the narrative.

ORIGINAL SAN FRANCISCO ADDRESS:	ZIP CODE:	START DATE OF BUSINESS
395 sutter st	94108	1989
IS THIS LOCATION THE FOUNDING LOCATION OF THE BUSINESS?	DATES OF OPERATION AT THIS LOCATON	
<input checked="" type="radio"/> No <input type="radio"/> Yes	October 1989	

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
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OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
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OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

OTHER ADDRESSES (if applicable):	ZIP CODE:	DATES OF OPERATION
		Start:
		End:

Section Three:

Disclosure Statement.

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified and a business deemed not current in with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for the Business Assistance Grant.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I am authorized to submit this application on behalf of the business.
- I attest that the business is current on all of its San Francisco tax obligations.
- I attest that the business's business registration and any applicable regulatory license(s) are current.
- I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Name (Print):

Date:

Signature:

COUTURE DESIGNER EUROPEAN CLOTHING

Section 4: Written Historical Narrative

CRITERION 1

a. Provide a short history of the business from the date the business opened in San Francisco to the present day, including the ownership history. For businesses with multiple locations, include the history of the original location in San Francisco (including whether it was the business's founding and or headquartered location) and the opening dates and locations of all other locations.

David Yahid, a passionate menswear aficionado, opened Couture Designer European Clothing ("Couture") at 395 Sutter Street in Union Square in 1989 after visiting San Francisco and falling in love with the city. The retail store sells high-end European designer men's fashion customized to fit the needs of each customer and specializes in serving people who have difficulty finding clothing elsewhere often based on height, weight or disabilities.

Prior to opening the store, David worked for Park General, a corporation that sold high-end European fashion where he learned the ropes about merchandising and running a business. David worked at one of its 70+ stores, Vivon de Paris at 25 Stockton Street, for 13 years until the business was displaced due to seismic retrofitting of the building.

David was inspired to open the business based on an appreciation for high quality and well-made clothing. As such, all the clothes the store stocks are worth investing in. The business has secured loyal clientele from politicians, pro athletes and celebrities. While customers will find plenty of well-known brands from Europe, David also has his eye on the new. That would explain why he also picks edgy engineered garments with their hidden buttons and reversible waterproof materials. Like any passionate menswear aficionado, David knows his apparel inside and out, so he will tell you what makes the pieces so special. David won't cover you, he will fit you. He believes that the essence of the business is a personal touch that comes from ensuring the clothes, the fit and the person all go hand in hand.

Couture opened with one employee and has remained small over the years. It currently employs four people. The business is owned by David Yahid; David's wife, Lida Yahid, assists with the bookkeeping; Stephen Parrington, an employee of eight years, is the manager. Despite the hardships faced by men's clothing industry in Union Square, Couture Designer European Clothing continues to offer customized menswear to residents and visitors of San Francisco.

In recent years, men's clothing retailers have had difficulty surviving in San Francisco, like many cities. Sutter Street originally had 12 independent men's retailers, which has dwindled down to approximately four presently, Couture included. The business' commercial lease expires in 2020, and the property owner has indicated there will be a significant increase in the rent at that time. If not included on the Legacy Business Registry, Couture Designer European Clothing,

which has contributed to the identity of the Union Square neighborhood, faces a significant risk of displacement.

b. Is the business a family-owned business? If so, give the generational history of the business.

Couture Designer European Clothing is family owned by David Yahid and his wife Lida Yahid, who joined in 2009. David is the President and was the original founder of the business. Lida manages the bookkeeping and accounting for the business. David and Lida's son Nick grew up working at the shop and manages marketing and publicity. The formal business name is Yahid Inc. dba Couture Designer European Clothing.

A history of the business ownership is as follows:

1989 to 2009:	David Yahid
2009 to Present	David Yahid and Lida Yahid

c. Describe the ownership history when the business ownership is not the original owner or a family-owned business.

N/A

d. Note any other special features of the business location, such as, if the property associated with the business is listed on a local, state, or federal historic resources registry.

As adopted by the Historic Preservation Commission, the "Galen Building" at 391-399 Sutter Street is deemed a Category 1 Significant Building pursuant to Planning Code section 1102(a). The building is listed on the California Register in the Kearny-Market-Mason-Sutter Conservation District. In 1978, the building was evaluated by the Foundation for San Francisco Architectural Heritage and was given a "B" rating with "Major Importance." Built in 1908, this building is home to one of the founding Victoria's Secret stores.

CRITERION 2

a. Describe the business's contribution to the history and/or identity of the neighborhood, community or San Francisco.

Couture Designer European Clothing is located in San Francisco's Union Square neighborhood, which has long been known for designer and high-end fashion boutiques and retailers that draw tourists, celebrities and trend setters from all over the world. During the 1980s particularly, Sutter Street was a mecca for menswear with around 12 different independent men's retailers, all selling unique fashions to cater to different clientele.

Couture provides one-on-one experiences for each client, specializing in people that have difficulty finding clothing elsewhere often based on height, weight or disabilities. Each article of clothing is fitted and made to meet the needs of each individual client.

Over the years, large-scale retailers like Zara and H&M opened in Union Square, displacing many independent boutiques that were unable to withstand the dip in clientele and rise in rent prices. Couture Designer European Clothing is one of the few remaining men's independent retailers on Sutter Street. The business preserves a part of the high-end men's fashion clothing market that exemplified Union Square's history and has long attracted tourists and locals looking to buy higher-end and custom made clothing.

b. Is the business (or has been) associated with significant events in the neighborhood, the city, or the business industry?

Couture Designer European Clothing has contributed to and participated in many community events over the years by donating suits for auction, including the Ocean Film Festival. The business has also attended and hosted events for the Golden State Warriors, who are longtime clients. In 2005, the NBA established a league-wide formal dress code that required for players to wear business casual attire before and after games and during travel. For athletes, finding fitted suits when you're 7 feet tall can be a challenge. The Warriors organization contacted David Yahid by recommendation from a Warriors' employee and long-time customer of Couture asking if he could provide custom-made suits for the players. The Warriors have since been David's clients and continue to hold clothing-fitting events with the team to this day.

October 27, 2017, was "Al Attles Night." The Warriors celebrated the 80-year-old Attles who was in his 58th year with the franchise as a player, coach of the 1975 title team, General Manager and now ambassador. Alvin Austin Attles Jr. (born November 7, 1936) was the second African American coach to win an NBA title. For the celebration, Warriors' Coach Steve Kerr commissioned David Yahid to create a custom-made suit in the style of Attles' famous outfits in the 1970s. This is just one example of a longtime commitment between the Warriors and a local San Francisco business dedicated to remaining in the city.

c. Has the business ever been referenced in an historical context? Such as in a business trade publication, media, or historical documents?

Couture has been featured in dozens of local, state and national magazines, newspapers and industry publications over the years. Some notable publications include: the San Francisco Chronicle, New York Times, Contra Costa Times, SF Weekly and The San Francisco Examiner. The business' clothes were featured on the cover of an issue of Wealth Magazine for its contribution to men's fashion in San Francisco. When the NBA established a league-wide dress code for the players, Couture was widely publicized as the tailor for the Warriors which resulted in interviews, featured articles and magazine editorials.

As one of the remaining independent designer boutiques on Sutter Street in Union Square, Couture has garnered press articles and mentions as a result of its contribution to the neighborhood and men's high-end fashion in San Francisco.

Noteworthy articles:

- [The Times](#), 12/5/2005, "Players Score New Style."
- [San Francisco Chronicle](#), 12/8/2005, "Grand Night for Foyle: He Makes 1,000th Block."
- [New York Times](#), 12/12/2005, "Dress Code Increases Sales at Specialty Clothing Shops."
- [Contra Costa Times](#), 12/19/2005, "Players Score New Style."
- Featured on cover of Wealth Magazine, June/July 2013

d. Is the business associated with a significant or historical person?

As a long-term business on Sutter Street, Couture Designer European Clothing has served a number of famous clientele over the years, including local politicians, athletes and celebrities. Local San Francisco notable figures include: Supervisor Aaron Peskin, City Attorney Dennis Herrera and Mayor Willie Brown and his security detail. Other notable figures are entrepreneur Sol Hicks and Gary Shemano, and numerous pro athletes such as Steve Kerr, Damian Jones, New York Giants linebacker Pete Monty and Warriors players Ike Diogu, Monta Ellis and Aaron Miles.

e. How does the business demonstrate its commitment to the community?

Couture Designer European Clothing has been committed to a wide range of community-serving causes and issues over the years through participation and donation of clothing to organizations and fundraisers. The business donates clothing to the Ferrari Ownership Group for their annual gala. They also participate in annual events held by the Make-A-Wish Foundation, Mother's Against Poverty (MAP), Kids for Cancer, and Pars Equality - an Iranian resettlement non-profit organization that assists recent Persian immigrants with finding work, housing and basic necessities.

Couture has also have served many of the neighborhood's homeless individuals directly by providing them with clothes and jobs. For example, David hired "Brad," a well-known homeless person who lived in the neighborhood, to work at the store. Further, the business is committed to flexible pricing in order to accommodate lower-wage clients to make sure that they look good, whether it is to clean up a person living on the street, or make them look impressive for a job interview.

f. Provide a description of the community the business serves.

Couture Designer European Clothing features high-end designer clothing and specializes in custom-fitted apparel for people who have difficulty finding clothing elsewhere often based on height, weight or disabilities. Each article of clothing is fitted and made to meet the needs of the individual client.

The business serves visitors to San Francisco who frequent the Union Square area looking for high-end goods, as well as local business owners, community leaders and politicians. This includes fitting the Golden State Warriors with clothing for their pre- and post-game interviews.

All products are high-quality and higher-end merchandise, but the business makes an attempt to dress anyone who comes into the store at a rate they can afford, because the presentation of the suit can end up being the reason that person gets their first job. For example, a new client who had recently passed the BAR Exam and was interviewing at various law firms for his first job. Owner David Yahid knew that he did not have the money outright to buy a suit, however he took the gentleman's information and put him on a payment plan. The young man got the job at a local firm and was able to pay for the suit over time.

g. Is the business associated with a culturally significant building/structure/site/object/interior?

The building in which the business is located is on the San Francisco Historic Registry and is a landmarked building known as the Galen Building. The space at 395 Sutter Street was home to one of the first Victoria's Secret stores in the United States.

h. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

Couture Designer European Clothing is a long-time staple in the neighborhood and is reminiscent of the Sutter Street of the past, which used to have an extreme concentration of high-end menswear retailers. If the store were to close, the community would lose a unique, independent local menswear store that made Union Square a prime destination for high-end European clothing. Rising rents in the neighborhood and city as a whole are threatening these types of local businesses, and David has maintained that his passion is to continue to operate so long as it is affordable. The ever-increasing rents, however, threaten to bring in solely larger corporations that are not unique to San Francisco, furthering the Union Square area becoming more of a shopping mall mirrored in most other municipalities in the United States.

CRITERION 3

a. Describe the business and the essential features that define its character.

Couture Designer European Clothing is a local high-end retailer of designer clothing, of which almost 100% of its customers are by appointment. The business' inventory consists of high-quality brands that can be custom-fitted as well as made-to-order items sold on site. In addition to suits, the business retails dress shirts, jeans, Italian leather jackets and sport coats. It has a blend of suppliers that is roughly 80% Italian, with other goods coming from Spain, Germany, and Sweden. The business is characteristic of the high-end menswear culture that dominated Sutter Street throughout the last 30-40 years.

The business relies primarily on word-of-mouth marketing and does not do traditional marketing to garner new clientele. As a result of exceptional customer service and high quality products, Couture has served multiple generations of families at the store and continues to garner positive recommendations from its clients who “spread the word” about the business.

b. How does the business demonstrate a commitment to maintaining the historical traditions that define the business, and which of these traditions should not be changed in order to retain the businesses historical character? (e.g., business model, goods and services, craft, culinary, or art forms)

Couture European Design is committed to selling high quality European menswear, which is the fundamental aspect of its business model and success over the years. The business’ inventory consists of high-quality brands that can be custom-fitted as well as made-to-order items sold on site. Couture are experts in tailoring and can fit any body size with high quality clothing. This tailoring tradition is unique in that the business does not deal in mass-produced goods, but made-to-order and appointment-based fittings. This gives the customer a unique experience tailored directly to their needs. Many of the larger menswear retailers do not provide this direct and high-quality service, and therefore makes Couture Designer European Clothing an exemplary model of menswear retailers in Union Square and San Francisco.

c. How has the business demonstrated a commitment to maintaining the special physical features that define the business? Describe any special exterior and interior physical characteristics of the space occupied by the business (e.g. signage, murals, architectural details, neon signs, etc.).

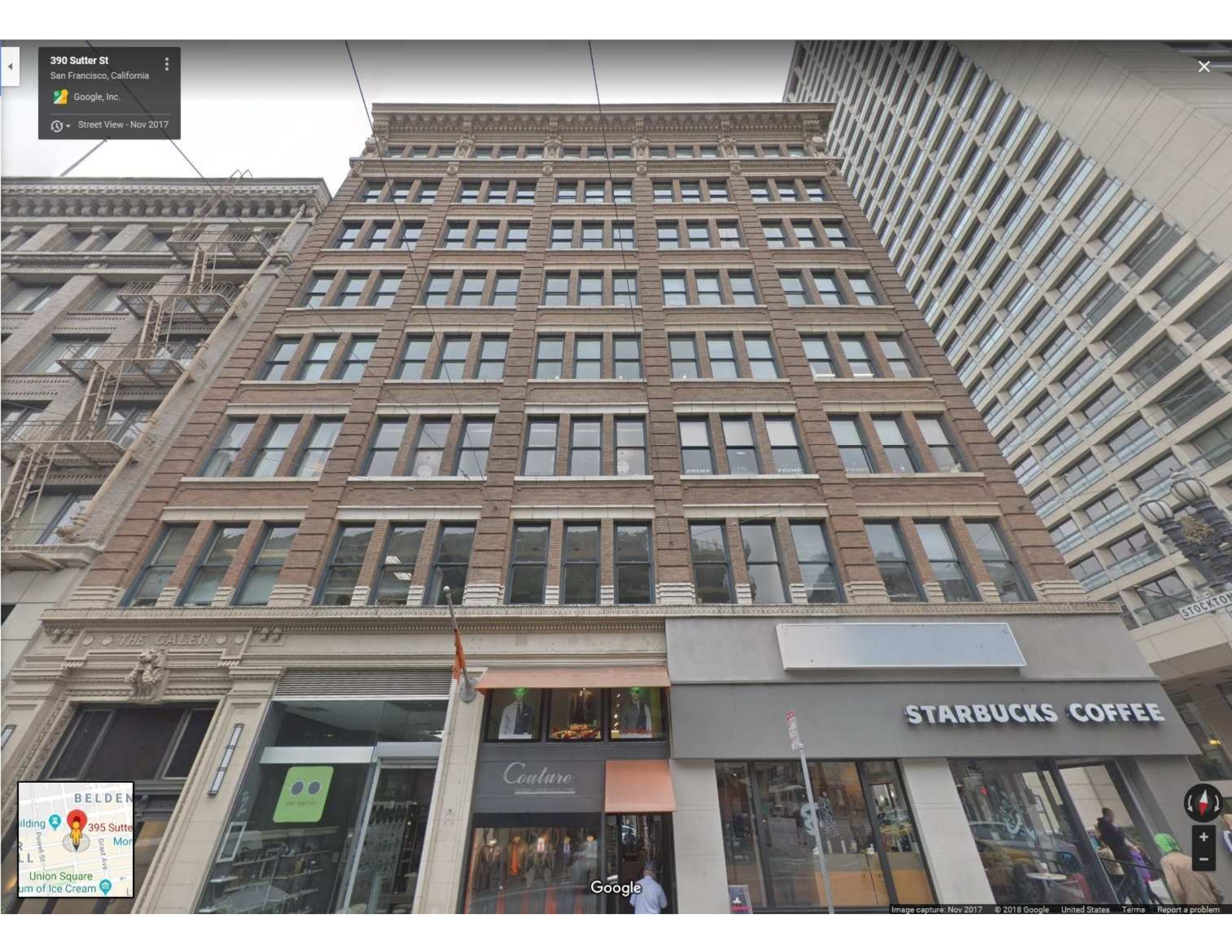
Outside of Couture Designer European Clothing are a number of physical elements that the business is committed to maintaining. Its distinct orange exterior awning and flag is consistently maintained, and the exterior has largely remained unchanged due to the Galen Building being a registered landmark with the City and County of San Francisco. The business has a large window display on the ground floor to show passers-by a sample of what the store has to offer, adding a luxurious element to the neighborhood commercial corridor. The three-window displays on the top floor also contribute to the façade of the historic building, showing mannequins in high-end suits and a visual merchandising display of luxury and high-end style. The window displays, double awning and flag are a staple to the Sutter Street business, adding visual appeal to the street and attracting clientele into the store.

390 Sutter St

San Francisco, California

Google, Inc.

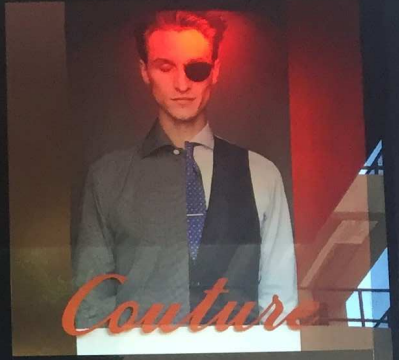
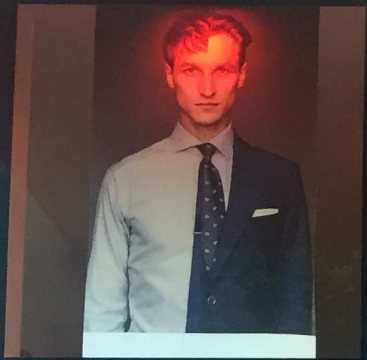
Street View - Nov 2017



Google

STARBUCKS COFFEE





Couture

DESIGNER EUROPEAN CLOTHING





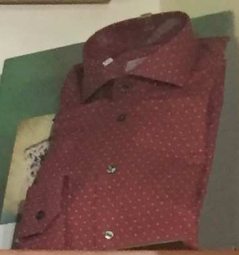
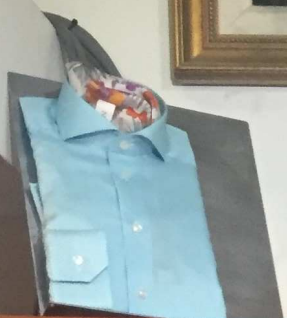
Couture
DESIGNER EUROPEAN CLOTHING



395 S. W. 1st St.













Clothier Wilkes Bashford, who helped to change the world of high fashion in San Francisco when he opened his eponymous luxury store in 1966.

David Yahid



Danny Glover,
American actor,
film.director, and
political activist.

David Yahid

Mark Dwight:
Founder and CEO
OF Rickshaw
Bagworks.

David Yahid





Golden State Warriors:
Klay Thompson,
Draymond Green

David Yahid



GATORADE

GOLDEN STATE

Couture
Designer European Clothing
San Francisco
coutureuomo.com

POWER PLATE



CHAMPIONS
3
David Yuhid
Warriors Guest
MEDIA





gettyimages®
Thearon W. Henderson

SAN FRANCISCO | PENINSULA | SILICON VALLEY

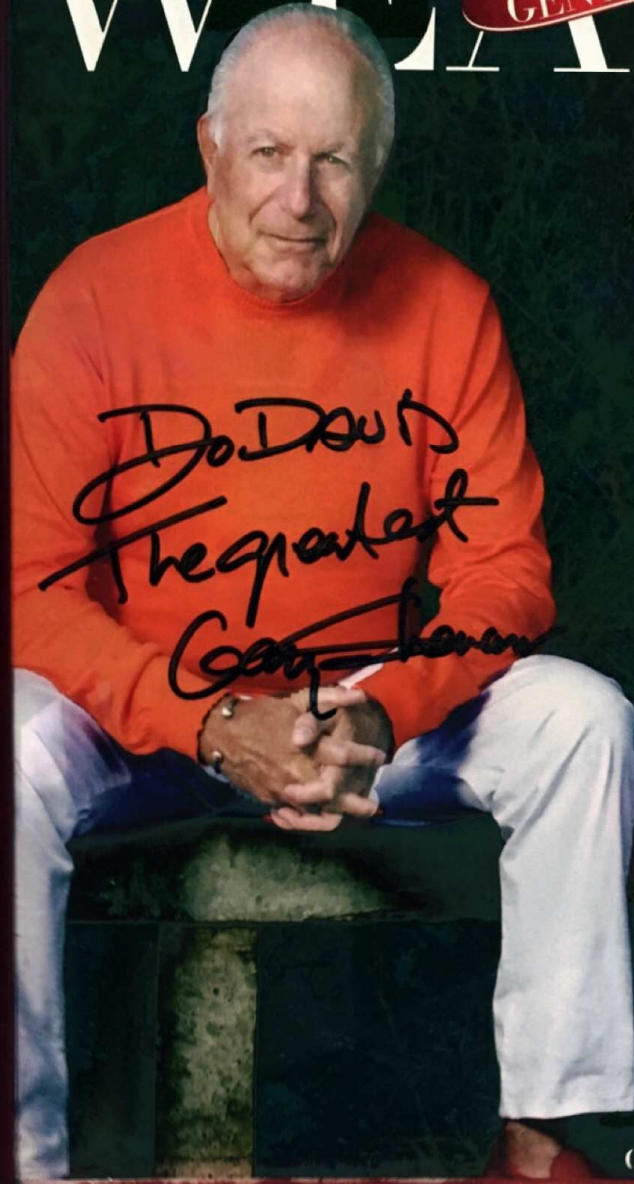
WEALTH

GENTRY

The Art of Living Well

Gary Shemano
Accomplished
businessman and
golpher

David Yahid



STAYING THE COURSE

Gary Shemano's
Philosophy on Life

(HINT: *Driving for Excellence*)

THE VISIONARY

Legendary Developer
William Bone Reads the
Real Estate Market

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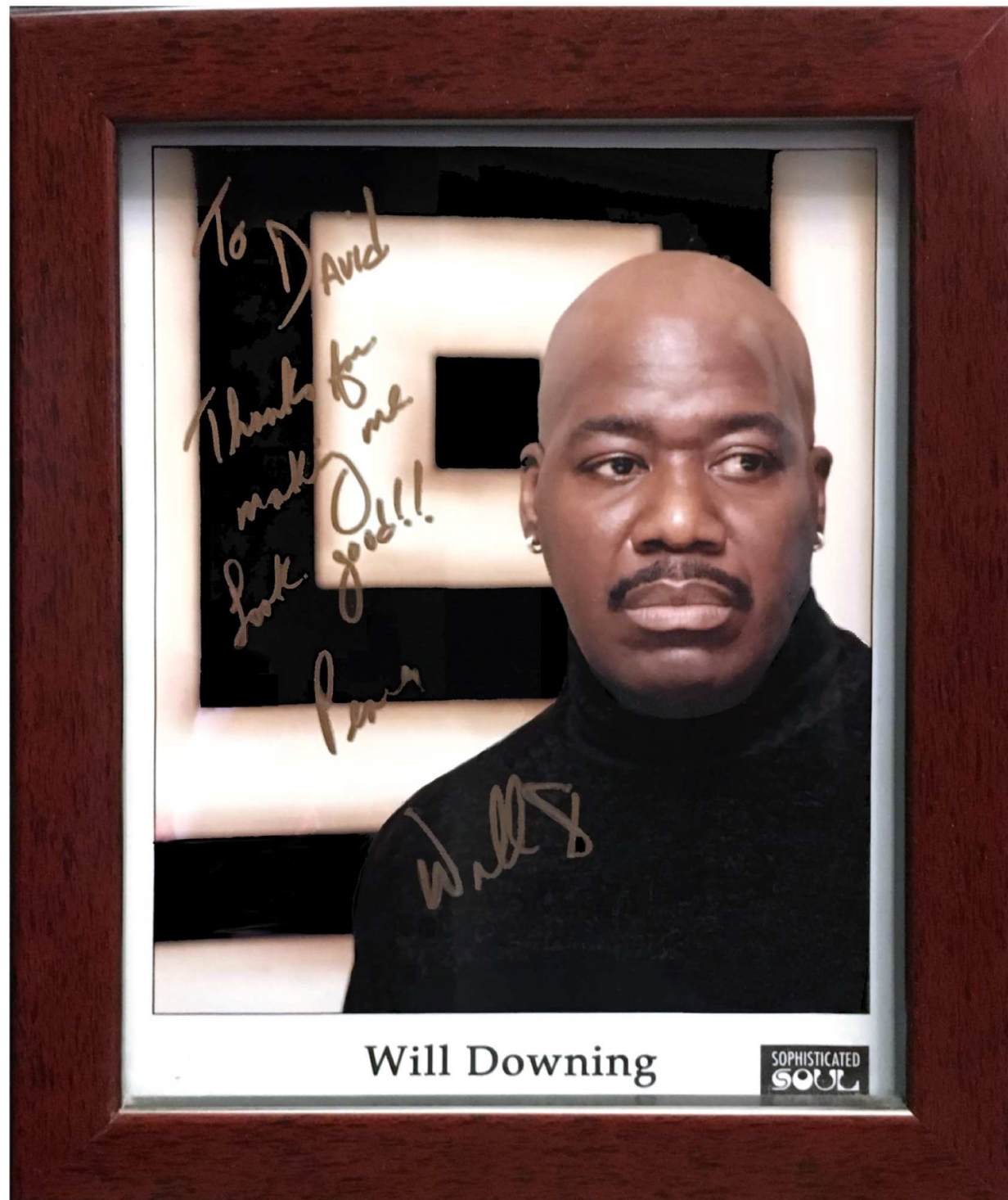
HIGH FIDELITY EXCITEMENT
TESTING TESLA'S MODEL S
GREAT FOOD AT GREAT WINERY

Sol Hicks
#1 Salesman, Top
Producer, Author
Motivator.



David Yahid

Will Downing | Prince
of Sophisticated Soul
Rhythm and blues and
jazz singer and
songwriter.

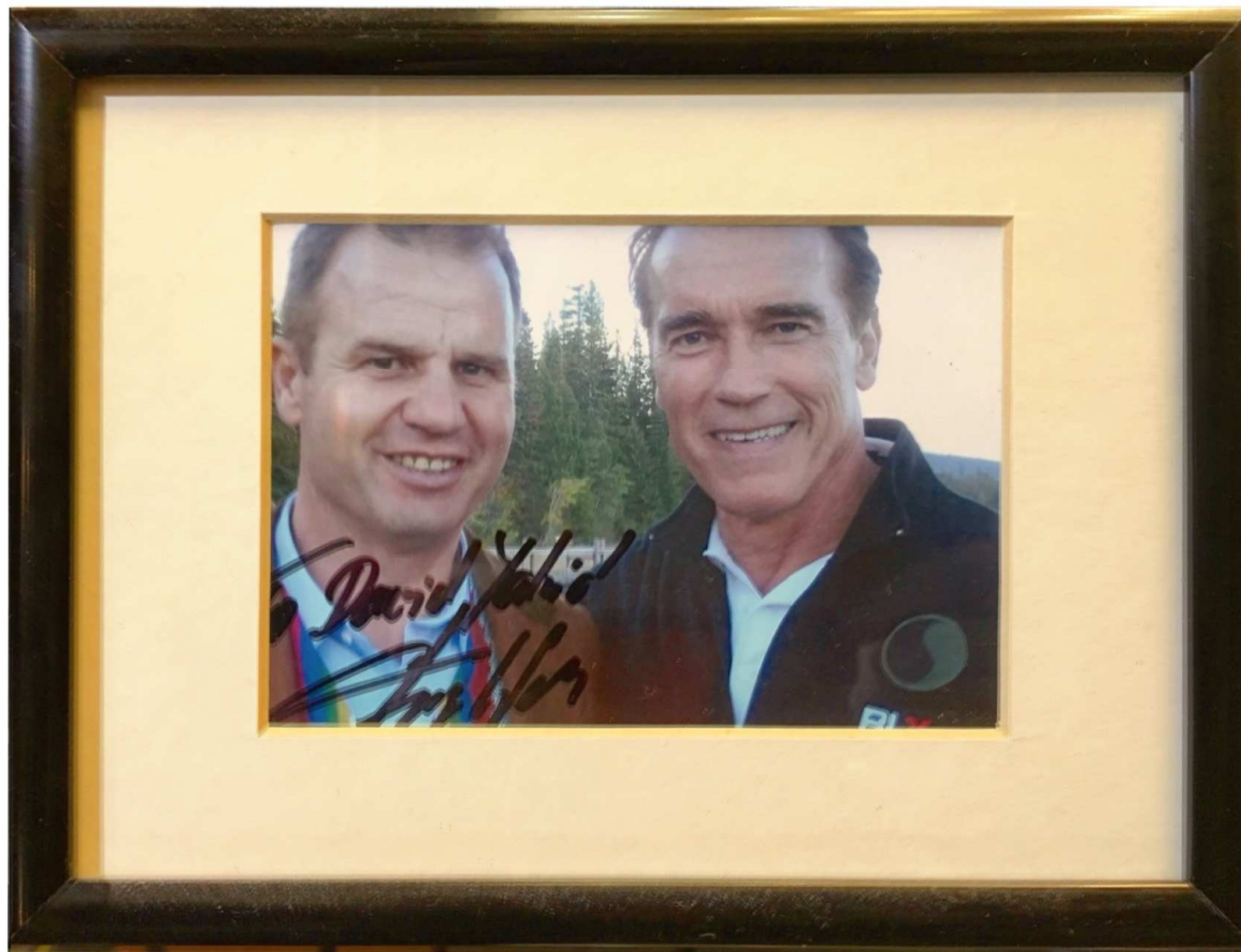


David Yahid

Dan Noyes, Chief
investigative
reporter for the
ABC7 New I-Team.

David Yahid





Arnold Schwarzenegger
Actor, producer,
businessman, investor,
author, philanthropist,
activist, former professional
body builder and politician.

David Yahid



David Yahid



Eric Swalell
Congressman from
California's 15 district



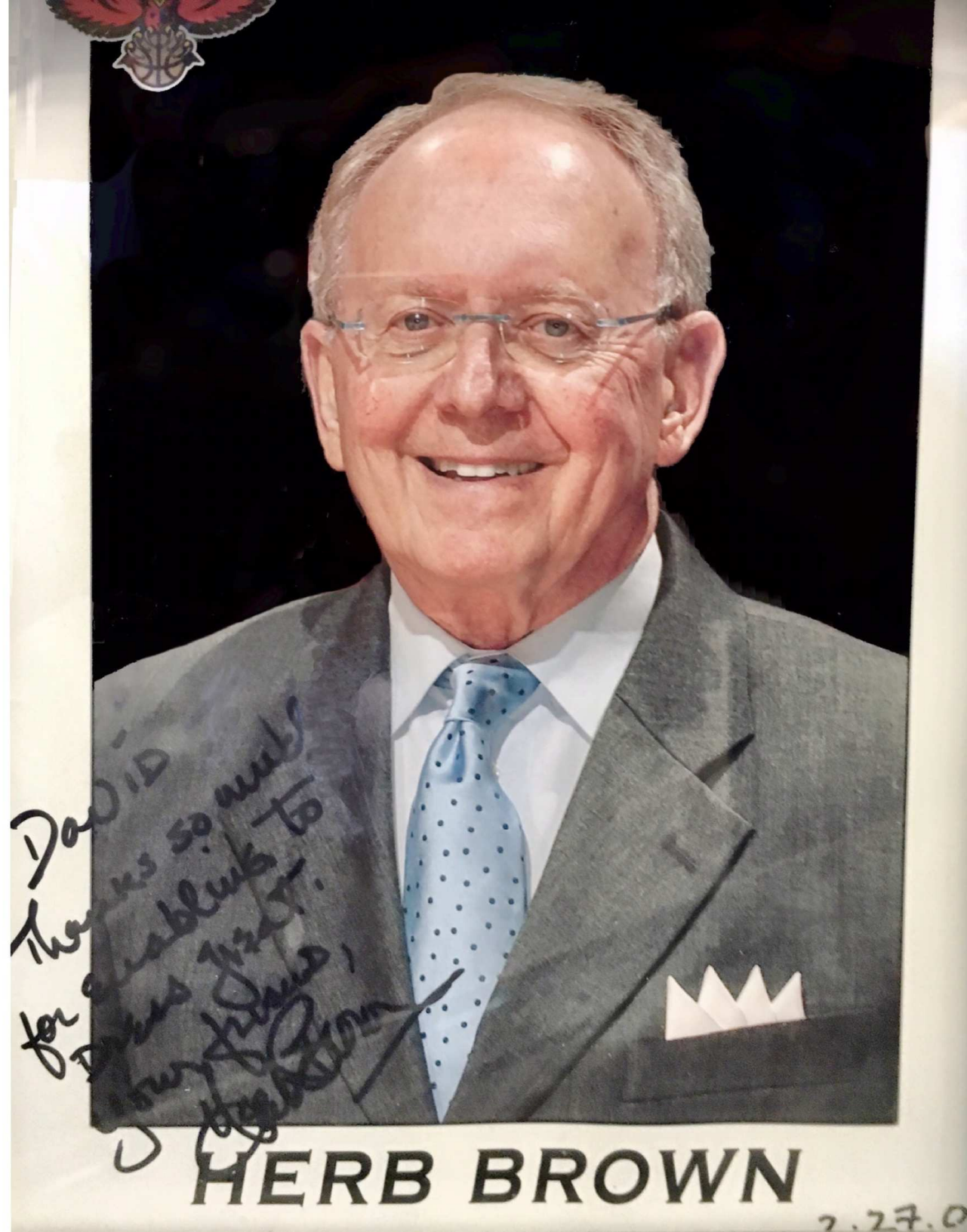
ESPN Sportscasters
and Anchors: Chris
Broussard, NBA
sports analyst

David Yahid

Rod Streater
WR for San Francisco
49ers of the NFL.



Herb Brown
Former head
coach of the
Detroit Pistons
(1976-1978).



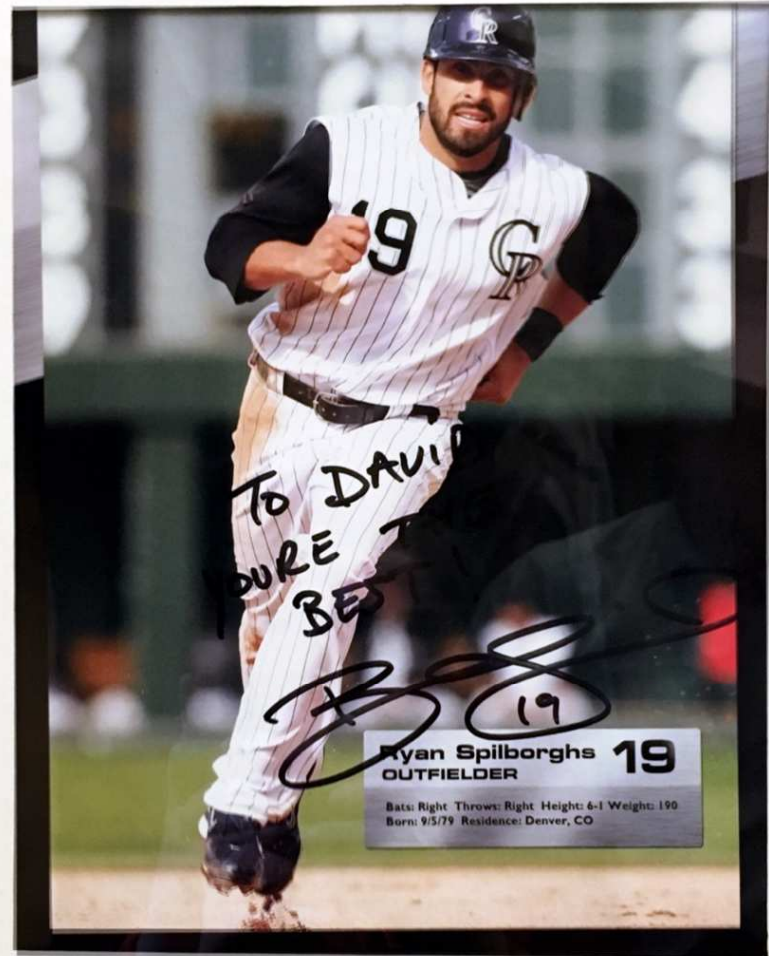
David Yahid

Brad Hawp
Former professional
baseball outfielder.



David Yahid

Ryan Spilborghs, American baseball broadcaster and former professional baseball outfielder.



David Yahid



Putting Uomo in Florence, Italy:
The most important
international event for
menswear and men.



DAVID YAHID
COUTURE DESIGN TAILOR



San Francisco Chronicle

Grand night for Foyle: He makes 1,000th block

Warriors center Adonal Foyle was on the verge of a personal milestone Wednesday night: His next blocked shot would be the 1,000th of his career.

"You're kidding, right?" Foyle said before the game. "That's awesome. A thousand anything sounds good."

It sounded even sweeter about an hour later, when Foyle rejected a Kurt Thomas layup in the first quarter to top the thousand-block plateau. He became the 66th player in NBA history to reach the mark.

The eight-year veteran had entered the season as the Warriors' all-time leader in blocks with 965, and he posted Nos. 995 thru 999 against Charlotte on Friday. The five blocks tied Foyle's season high for most in a game, with two coming on the same Bobcats possession.

"I don't think Adonal gets enough credit," forward Troy Murphy said. "He cleans up a lot of our mistakes."

Foyle entered Wednesday night averaging 1.89 blocks per game, good for 17th in the league. His career best for a season came during 2000-01, when he ranked sixth with a 2.69 blocks per game. Over the years, he's realized that being labeled a shot-blocker isn't

always a good thing.

"You become a target the moment you become a shot blocker," Foyle said. "Everybody wants to dunk on you. They think, 'Bring out the Sunday best and let's put him on a poster.'"

The key is to shrug off those unflattering moments.

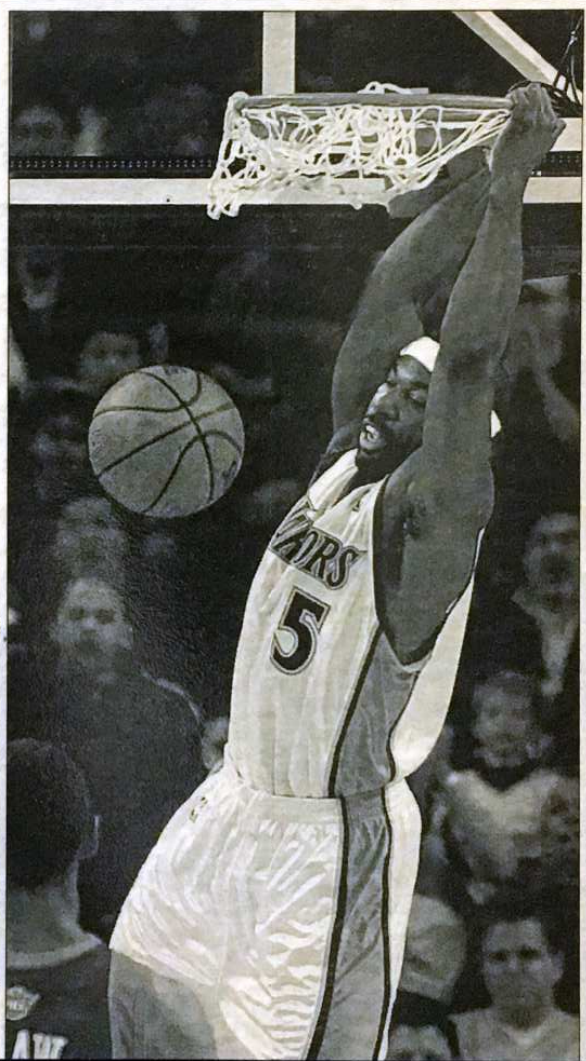
"A good shot blocker will get dunked on and immediately, he'll go back there the next play trying to block a shot," Foyle said. "You can make 10 great blocks, and the one you get dunked on is the one that's going to be on 'SportsCenter' for two weeks. It's the way of life for a shot blocker."



Notebook

Briefly: Murphy was a late scratch with the flu. . . . **Calbert Cheaney** attempted his first free throws of the season with 9:59 remaining in the second quarter. He went 2-for-2. . . . **Baron Davis** and **Jason Richardson** led a Warriors shopping expedition Tuesday afternoon. The guards took rookies **Ike Diogu**, **Monta Ellis** and **Aaron Miles** to Couture, a high-end clothing store in San Francisco's Union Square, and helped them pick out attire to comply with the NBA's new dress code.

— Janny Hu



DAVID YAHID

Couture of San Francisco

Featured In: San Francisco Chronicle December 8, 2005

The New York Times

Dress Code Increases Sales At Specialty Clothing Shops

Continued From First Sports Page

lanta, is enjoying a 150 percent bump in business. Couture in San Francisco is getting more business from players on the nearby Golden State Warriors. And the Pacific Shoe Corporation is seeing increased orders (and hundreds of thousands more dollars) for its Mezlan brand, which is in demand by the players.

The N.B.A. has long had its share of natty dressers, from the funkadelic stylings of Darryl Dawkins to the more understated, even elegant attire of Michael Jordan and Kevin Garnett. Some teams, like the Knicks, already adhered to strict dress codes. But the league and its commissioner, David Stern, determined that the N.B.A.'s image — battered by the melee last year in Auburn Hills, Mich., between the Detroit Pistons and Indiana Pacers that spilled into the stands — could use some sprucing up.

As of Nov. 1, the baggy jeans, throwback jerseys and do-rags favored by players like Allen Iverson are off limits when on team or league business. Suits are not mandatory, but the players must wear dress slacks, khakis or dress jeans with a dress shirt and appropriate shoes. Sneakers, sandals, flip-flops or work boots are not considered appropriate. When players do not dress for a game but sit on the bench or in the stands, the demands become a bit stricter. A sport coat, dress shoes or boots, and socks become part of the uniform.

Accessories are not spared the withering gaze of the fashion arbiters at league headquarters, either. Players are no longer allowed to wear sunglasses while indoors, and headphones are welcome only on the team bus or plane, or in the locker room. Chains, pendants or medallions cannot be worn over a player's clothes.

The penalty for noncompliance: a fine.

For a California kid partial to jeans and tennis shoes like Luke Walton of the Los Angeles Lakers, the new code meant an extreme makeover, fast. "I grew up with hippie parents, so I don't know much about the fashion world," said Walton, whose father, Bill, is a former All-Star and a television commentator.

Being 6 feet 8 inches limited Walton's clothing options. But teammates steered him to Élevée, a custom clothier in the San Fernando Valley whose clients include Vince Carter of the Nets and Carmelo Anthony of the Denver Nuggets and whose suits range in price from \$1,600 to \$6,000 (or higher depending on the fabric). More than \$15,000 later, Walton had picked out — with the help of Élevée's in-house designers — five suits, several velvet blazers and corduroy jackets, and custom-made ties and pocket squares.

Mike O'Brien, Élevée's chief executive,

said revenue from N.B.A. players had increased threefold this season, although he declined to provide specific figures. He used to divide the league's players in two: the dressers and those who preferred sweat-suits, sneakers and throwback jerseys. "Now, we're getting dressers buying more suits," he said. "And the guys who didn't buy suits are now in the market."

The code, he added, "converted the whole league into dressers."

On some teams, the veterans have welcomed the new code as just another schooling (and hazing) experience they can impart to impressionable rookies. Last Tuesday, Jason Richardson and Baron Davis, dapper veterans on the Warriors, took the team's three rookies to Couture in San Francisco's Union Square. There the rookies — Ike Diogu, Monta Ellis and Aaron Miles — were razed for their clothing choices, particularly Diogu, who was wearing sweatpants and a cheap I Like Ike T-shirt. As Richardson and Davis peppered their teammates with fashions dos and don'ts — "They needed a lot of help," Richardson said — the rookies picked out a selection of \$1,500 suits and other accoutrements.

"To fit these guys is a real challenge," said David Yahid, the owner of Couture. Because of their distinct physiques — wide chests and shoulders that often go with narrow waists, for example — athletes can rarely buy off the rack, even at a big and tall shop. "Most athletes have a big round booty and big thighs, so nothing fits them," Yahid said.

David R. Corbett of Bespoke Apparel, where suits start at \$1,100 and hit nearly \$10,000 for a pure, light cashmere tailoring, said the gaudiness of previous years had been blunted. "The older players are upgrading to a newer, a little more conservative look," he said.

Shirts possess a wider, more British spread. And thicker stripes for ties are very popular. "People are tired of the small and narrow," Corbett said.

Corbett, who dressed the rapper Hammer back in his heyday and has the football player Deion Sanders as a client, urges his customers to eschew the outlandish. "Your reds and pinks and purples, leave those to the gangsters," he said.

But understated is a relative concept, particularly for some younger players. "It's a teaching process," Corbett said. "Their jeans have been hanging off their hips for years."

For companies like J A Apparel, owner of the well-known Joseph Abboud brand, the arrival of the N.B.A. dress code has not directly translated into more business, but it has provided another marketing opportunity. As part of an existing endorsement deal,



Ann Johansson for The New York Times

The designer Johanna Wiegman holding jeans custom made for the Heat's Shaquille O'Neal at Élevée Fine Clothing, which dresses many N.B.A. players.

the company provides Stephon Marbury of the Knicks with a new outfit for each game. Now, through Marbury, Joseph Abboud is providing a free suit for each of the Knicks, and fittings are scheduled for Dec. 22. The company plans, with league approval, to send a letter to every N.B.A. team offering to outfit its players, particularly the younger ones who may become the trendsetters of tomorrow.

"N.B.A. players are cultural icons," said Marty Staff, the president and chief executive of J A Apparel.

Men will look at these chiseled men in flattering clothes by Joseph Abboud and "absolutely say I want to look like that."

Staff added, "We call it image transfer."

The clothiers and shoe-store owners can also envision a different sort of transfer, one to the man behind the new dress code.

"I want to send Stern a pair of alligators, if I can find a pair his size," Teihaber said. The consummate shoe salesman paused, searching his memory as he mentally reviewed David Stern's few visits to the store. "He has a wide foot," he added.

David Yahid
Couture of San Francisco

Featured In: *The New York Times* December 12, 2005

CENTRAL AND EAST COUNTY
CONTRA COSTA TIMES



IT'S DRESS-UP day for Golden State Warrior rookies at Couture, an upscale men's store in San Francisco. Clockwise, from top left: Ike Diogu gets help from store owner David Yahid, veteran Jason Richardson, who helped the rookies, is stylin'; Monta Ellis is happy with his makeover; and Aaron Miles seems pleased with his new look.

Players score new style

NBA code says bye to bling, hello suits

By Jessica Vadegaran
Times Staff Writer

IKE DIOGU is known for his 7-foot-4-inch wingspan, not his sense of style. The Warriors rookie would take swags over slick, plastic medallions — with socks — over dress shoes and a tony Tabart over a button-down any day. What self-respecting basketball star has time for tuttors?

Since October, all of them. In an effort to clean up its reputation, the National Basketball Association requires every member to comply with a new "business casual" dress code that includes suits and excludes sneakers. That's on and off the bench. Trouble is, just because you make millions doesn't mean you know how to dress up. Especially when you're 26.

"I guess I gotta look all GQ now," says Diogu, combing the aisles of San Francisco's Couture, a high-end men's boutique, on a recent afternoon.

He's joined by fellow rookies Monta Ellis and Aaron Miles, looking equally casual and a bit dazzled by all the pin-stripes and Italian cashmere. Good thing vets Baron Davis and Jason Richardson have tagged along on this shopping



DIOGU, ELLIS AND MILES before they scored fashions that would comply with the new NBA dress codes.

THE PLAYERS

- **Ike Diogu**
 Position: Forward
 NBA experience: Rookie
 Fashion challenge: 6 feet 2 inches
- **Monta Ellis**
 Position: Guard
 NBA experience: Rookie
 Fashion challenge: Thin and graying
- **Aaron Miles**
 Position: Guard
 NBA experience: Rookie
 Fashion challenge: None. He's used to dress codes (University of Florida).
- **Baron Davis**
 Position: Guard
 NBA experience: Six years
 Fashion challenge: Likes to be on the fashion edge
- **Jason Richardson**
 Position: Guard
 NBA experience: Four years
 Fashion challenge: Big hair

ONLINE:
 Watch Ike Diogu, unofficially crowned worst-dressed Warrior by the team, get made over and compare the players' styles at ContraCostaTimes.com.

Makeover

FROM PAGE 1

agony. The rookies could use some pointers, and Davis and Richardson have got it going on. But even the vets aren't exempt from the new code, which forbids visible medallions and most jewelry. For every fashion tip, there's a wisecrack.

"His hair's all wrong," says Richardson, looking his teammate up and down. "I'd like to see him in something brighter."

When Couture owner David Yahid puts Diogu in a turtleneck, Richardson frowns. "Uh-uh," he says. "Lollipop can't wear no turtlenecks."

Yahid's goal today is to dress these strapping lads in suits that flatter without capping their personalities.

"Every man needs a black suit, a gray suit and a navy suit," Yahid says. "The problem is that yellow Tabart," Yahid adds, shaking his head and indicating Diogu's mustard top, emblazoned with 1 Like Me. "They have a lot to learn."

All the players have their challenges. Besides the Tabart, Diogu's challenges include a 6-foot-8-inch height so turtlenecks could make him appear lollipoplike. Richardson, known as the team's best dresser next to Derek Fisher, has a penchant for bling, a no-no according to the new code.

"It's the only problem I have (with the dress code)," says Richardson, touching his gold cross and a diamond necklace engraved with his daughter's name, Jada Tinsie. "It's love I express myself!"

Richardson, known for flunking up suits with sweaters and pimpin' hats, helps Miles adjust his tie. "You're good," he tells Miles. "Looks like you're gonna



DANGI Byron Davis shows his amazement at Ike Diogu's makeover.

NBA PLAYER DRESS CODE

- General policy: Business casual
- Long- or short-sleeved dress shirt, turtleneck, sweater
- Dress slacks, khakis, dress pants
- Dress shoes, dress boots
- Sports coat
- Excluded items
- Sleeveless shirts
- Shorts
- T-shirts
- Unapproved jerseys
- Headgear while indoors
- Visible chains, pendants, medallions
- Burglaries while indoors
- Sneakers, sandals, flip-flops

sell kiddies door-to-door." Despite the playful jabs, Miles appears cool and comfortable in a suit and silver tie. That's because he's an alum of the University of Kansas, which abides by a suit-and-tie dress code too.

"I love it," he says, rejecting a bright orange selection by Richardson and admiring his reflection. "I came in and it just caught my eye."
 Meanwhile, Ellis is styler after getting the treatment from Amy Sanzler, a Couture associate. He's clad in a charcoal pinstriped, blue button-down and orange tie. Ellis' biggest challenge is that, at 177 pounds, he's one of the slimmest players on the team. A

weight program will bulk him up, so the suit he buys today might not fit next month.

When Ellis slips on a fitted tweed trench, Yahid yells: "That's a woman's jacket!" Ellis, straddled, removes the jacket and heads back to the dressing room.

Davis, ever the trendsetter, sports a pile of silk paisley ascots. Intrigued, he throws one around his neck. Sanchez helps him tie it. He is inspired.

"I am definitely gonna rock this," he says, picking four and walking to the register.

Aaron never part of the dress code. But they're better than bling.
 Jessica Vadegaran is a lifestyle writer for the Times. Reach her at jvadegaran@contracostatimes.com or 925-943-8155.

COUTURE

Featured In: The Contra Costa Times
 December 19, 2005

Where does a 7-foot Warriors rookie find a suit that fits?

By Connor Letourneau | October 4, 2016 | Updated: October 4, 2016 7:53pm

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Photo: Carlos Avila Gonzalez, The Chronicle

IMAGE 1 OF 4

Damian Jones changes his socks to try on a pair of shoes as he was shopping for new suits at Couture Designer European Clothing in San Francisco, Calif., on Monday, October 3, 2016. The Warriors' newest member ... [more](#)

His 7-foot, 245-pound frame folded into a rolling chair, Damian Jones yanked off his favorite socks. That hot-pink pair with black polka dots and comic-book action phrases (“KAPOW!,” “SPLAT!,” “WHAM!”) didn’t jibe with his \$2,000 designer suit.

After borrowing black dress socks, the Warriors’ rookie center tried cramming his size-16 feet into size-14 loafers. Impossible. With no bigger shoes to offer his prized customer, David Yahid, owner of Couture Designer European Clothing, told Jones not to worry.

“I’ll just measure your (pants) length differently,” Yahid said. “No big deal.”

A postal-service snafu brought Jones to this upscale shop on Union Square on Monday evening. He had mailed the two suits he owned to his new apartment in downtown Oakland last month, only to learn later that they were lost for good.

To avoid a fine for violating the NBA’s dress code, Jones, currently sidelined by a pectoral injury, wore his team-issued warm-ups Saturday over a T-shirt and shorts during Golden State’s preseason opener in Vancouver, British Columbia. A day earlier, he had texted Warriors vice president of communications Raymond Ridder asking for a “good clothing guy back in the Bay Area.”

Since arriving in Oakland six weeks ago as Golden State’s long-term post project, Jones has navigated new, grown-up experiences: moving into his own place, paying bills, buying groceries. Stocking up on suits was just another part of adulthood.





Photo: Carlos Avila Gonzalez, The Chronicle

Shop owner David Yahid buttons up a suit on Damian Jones as Jones was shopping for new suits at Couture Designer European Clothing in San Francisco, Calif., on Monday, October 3, 2016. The Warriors' newest member is adjusting to his new life in the Bay Area.

“I was looking at some pictures and stuff that one of my friends posted on Facebook recently,” said Jones, 21, whose towering physique belies his frequent giggles and soft, child-like tone. “I was like, ‘Man, I was in college a few months ago.’ So much has happened that it feels like two years have gone by. It’s crazy.”

After helping lead Vanderbilt in March to its first NCAA Tournament berth since 2012, Jones decided to forgo his senior season and enter the NBA draft. A torn right pectoral muscle suffered in a weightlifting accident 12 days before the draft hurt his stock.

Still, the Warriors took him with the final pick of the first round (30th overall). The hope is that Jones, who underwent surgery in June and is expected to return in December, will develop into an elite low-post enforcer. With Zaza Pachulia and Anderson Varejao on one-year deals, Jones is Golden State’s only true center signed past this season.

“All you can do is tell him to keep working, keep up your conditioning,” head coach Steve Kerr said. “It’ll come together.”



Photo: Carlos Avila Gonzalez, The Chronicle

Shop owner David Yahid check the fit of a suit on Damian Jones as Jones was shopping for new suits at Couture Designer European Clothing in San Francisco, Calif., on Monday, October 3, 2016. The Warriors' newest member is adjusting to his new life in the Bay Area.

Perhaps Jones' biggest adjustment to professional life has been all the free time. At Vanderbilt, almost every waking moment was filled with classes, meetings, study halls, practices and games. With the Warriors, his non-game days are mostly free after practice ends early in the afternoon.

“At 2 o'clock, I'm just sitting in my apartment being like, ‘I don't know what to do with myself the rest of the day,’” said Jones, who lives alone.

His four-year rookie contract, which has team options on the last two seasons, is worth up to \$5.9 million. An engineering-science major at Vanderbilt, Jones spends with the mind-set that these first two years will be his only years in the NBA.

He has yet to make an extravagant purchase. While he waits for his agent to help him get a good deal on a Lexus, Jones takes Uber wherever he needs to go. Sometimes, if in a bind, he asks Jonnie West, the Warriors' director of player programs, to give him a ride.

Monday evening at Couture, Jones chuckled and nodded as Yahid gave him a lesson in business-casual wear. This was Jones' first time shopping for suits. In June, during the days leading up to the draft, his agent gifted him the two that were later lost in the mail.



Photo: Carlos Avila Gonzalez, The Chronicle

Damian Jones smiles for a photo as shop owner David Yahid creates a customer profile as Jones was shopping for new suits at Couture Designer European Clothing in San Francisco, Calif., on Monday, October 3, 2016. The Warriors' newest member is adjusting to his new life in the Bay Area.

Yahid shepherded Jones through numerous styles and color schemes. He advised the big man on fabrics that won't wrinkle on the road, blazers without shoulder pads and designer jeans to dress down any ensemble.

"You're kind of helping him form all of his opinions right now," Ridder, who has been taking Warriors players to Couture for almost 20 years, told Yahid. "He doesn't have much experience with this. You're laying the foundation for him."

Jones tried on a half-dozen or so outfits with no complaint. The sleeves of every suit jacket stopped well above his wrists, a flaw easily corrected with tailoring. Little more than halfway through the 90-minute visit, the diminutive Yahid placed his hand on Jones' left shoulder and craned his neck up to make eye contact.

"I'm making you work hard," Yahid said, "but I'm making you look good."

Minutes later, Jones emerged from the dressing room in a gray suit, pink tie and light purple dress shirt. Yahid was so pleased that he demanded Jones have his photo taken in front of the store.

Jones, still shoeless, stood on Sutter Street as passersby tried to make sense of what they saw. A man snapped a photo with his iPhone as he asked Ridder, "Is that a basketball player?" The driver of a minivan, mouth open as he stared at Jones, was late reacting to a green light.

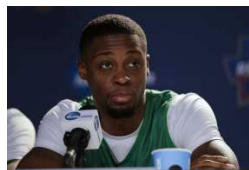
MORE BY CONNOR LETOURNEAU



Warriors game day: Can Patrick McCaw build off his impressive



Warriors to wear No. 42 patch all season in honor of Nate



Warriors training camp preview: The final roster spot

It was a successful trip. The only problem was that Yahid wouldn't be able to finish the tailoring until next week, and in the meantime, Jones would continue sitting on the bench in warm-ups.

After buying two blazers and three suits, he changed back into his preferred attire: black Nike hoodie, gray sweatpants cut off at the knees, black Vans and those hot-pink socks with black polka dots and comic-book action phrases.

Connor Letourneau is a San Francisco Chronicle staff writer. Email: cletourneau@sfnchronicle.com Twitter: [@Con_Chron](https://twitter.com/Con_Chron)



**Connor
Letourneau**

Golden State
Warriors Beat Writer

HEARST newspapers

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Filing Date: November 21, 2018
Case No.: 2018-016409LBR
Business Name: Couture Designer European Clothing
Business Address: 395 Sutter Street
Zoning: C-3-R (Downtown-Retail)
80-130-F Height and Bulk District
Block/Lot: 0294/015
Applicant: David Yahid, CEO
395 Sutter Street
San Francisco, CA 94108
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye – (415) 575-6822
tim.frye@sfgov.org

BUSINESS DESCRIPTION

David Yahid opened Couture Designer European Clothing (“Couture”) at 395 Sutter Street in Union Square in 1989. The retail store sells high-end European designer men’s fashion customized to fit the needs of each customer and specializes in serving people who have difficulty finding clothing elsewhere often based on height, weight or disabilities. David was inspired to open the business based on an appreciation for high quality and well-made clothing.

Couture Designer European Clothing is located in San Francisco’s Union Square neighborhood, which has long been known for designer and high-end fashion boutiques and retailers that draw tourists, celebrities and trend setters from all over the world. During the 1980s particularly, Sutter Street was a mecca for menswear with around 12 different independent men’s retailers, all selling unique fashions to cater to different clientele.

The business has secured loyal clientele from politicians, pro athletes and celebrities. Couture opened with one employee and has remained small over the years. It currently employs four people. The business is owned by David Yahid; David’s wife, Lida Yahid, assists with the bookkeeping; Stephen Parrington, an employee of eight years, is the manager. Despite the hardships faced by men’s clothing industry in Union Square, Couture Designer European Clothing continues to offer customized menswear to residents and visitors of San Francisco. Sutter Street originally had 12 independent men’s retailers, which has dwindled down to approximately four.

The business is located in Union Square at the southeast corner of Stockton and Sutter streets. It is within the C-3-R (Downtown-Retail) Zoning District and within a 80-130-F Height and Bulk District.

STAFF ANALYSIS

Review Criteria

1. *When was business founded?*

The business was founded in 1989.

2. *Does the business qualify for listing on the Legacy Business Registry? If so, how?*

Yes. Couture Designer European Clothing qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- i. Couture Designer European Clothing has operated continuously in San Francisco for 29 years. The company's lease will be expiring in 2020 and is a significant risk of displacement, warranting an exception to the 30 year requirement for the Registry.
- ii. Couture Designer European Clothing has contributed to the history and identity of Union Square and San Francisco.
- iii. Couture Designer European Clothing is committed to maintaining the physical features, craft, art form and traditions that define the business.

3. *Is the business associated with a culturally significant art/craft/cuisine/tradition?*

Yes. The business is associated with the craft of men's fashion and tailoring.

4. *Is the business or its building associated with significant events, persons, and/or architecture?*

Yes. The Galen Building was constructed in 1908 by architects Meyer and O'Brien. It is a steel-frame Renaissance/Baroque-style, brick and terracotta-clad office building.

5. *Is the property associated with the business listed on a local, state, or federal historic resource registry?*

Yes. The property is listed as a Significant Building in the Kearny-Market-Mason-Sutter Conservation District. The property has a Planning Department Historic Resource status of "A" (Known Historic Resource).

6. *Is the business mentioned in a local historic context statement?*

No.

7. *Has the business been cited in published literature, newspapers, journals, etc.?*

Yes. Couture has been featured in dozens of local, state and national magazines, newspapers and industry publications over the years. Some notable publications include: the San Francisco Chronicle, New York Times, Contra Costa Times, SF Weekly and The San Francisco Examiner.

Noteworthy articles:

- The Times, 12/5/2005, "Players Score New Style."
- San Francisco Chronicle, 12/8/2005, "Grand Night for Foyle: He Makes 1,000th Block."
- New York Times, 12/12/2005, "Dress Code Increases Sales at Specialty Clothing Shops."
- Contra Costa Times, 12/19/2005, "Players Score New Style."
- Featured on cover of Wealth Magazine, June/July 2013.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

- 395 Sutter Street

Recommended by Applicant

- High quality men's designer European clothing
- Custom-fitted apparel for people who have difficulty finding clothing elsewhere
- Orange exterior awning and flag
- Large display windows

Additional Recommended by Staff

- None



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Draft Resolution No.

HEARING DATE: DECEMBER 19, 2018

Case No.: 2018-016409LBR
Business Name: Couture Designer European Clothing
Business Address: 395 Sutter Street
Zoning: C-3-R (Downtown-Retail)
80-130-F Height and Bulk District
Block/Lot: 0294/015
Applicant: David Yahid, CEO
395 Sutter Street
San Francisco, CA 94108
Nominated By: Supervisor Aaron Peskin, District 3
Staff Contact: Shelley Caltagirone - (415) 558-6625
shelley.caltagirone@sfgov.org
Reviewed By: Tim Frye - (415) 575-6822
tim.frye@sfgov.org

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR COUTURE DESIGNER EUROPEAN CLOTHING CURRENTLY LOCATED AT 395 SUTTER STREET, (BLOCK/LOT 0294/015).

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 20 or more years, with no break in San Francisco operations exceeding two years, the business is significant to San Francisco history, and the business would face significant risk of displacement if not included in the Registry; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on December 19, 2018, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Couture Designer European Clothing qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 20 or more years, is at significant risk of displacement due to upcoming lease negotiations, and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for Couture Designer European Clothing.

Location(s):

- 395 Sutter Street

Physical Features or Traditions that Define the Business:

- High quality men's designer European clothing
- Custom-fitted apparel for people who have difficulty finding clothing elsewhere
- Orange exterior awning and flag
- Large display windows

BE IT FURTHER RESOLVED that the **Historic Preservation Commission's findings and recommendations** are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file 2018-016409LBR to the Office of Small Business.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission on December 19, 2018.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: