

SKINNYFATTIES News

Customer Case Study: D.C. News Anchor, Z Dave Lucas X

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If you're a Washington D.C. native, chances are you know one of our customers. He's providing news to over 1.4 million households in the region every weekday afternoon. Mr. Dave Lucas is a news anchor for ABC7 NewsChannel 8, the northern capital region's 24-hour news service. Mr. Lucas made time out of his busy schedule to speak with us.

Dave discovered SKINNYFATTIES through Google and is very glad he did. He used SKINNYFATTIES' services to slim down some of his ties. In Dave's line of work, he has to look professional while presenting the news and having the right tie helps with that.

Regarding his desired tie width, he prefers a 3" tie. His reasoning is that contemporary suits have narrow lapel and look better with narrower ties. We more than happy to slim down the 3 3/4" ties he sent us to his desired width.



News Anchor, Dave Lucas wearing his tailored down necktie live on the air

We asked Dave what style in the workplace means to him. He responded— possibly revealing something of a trade secret, “To me, style in the workplace involves being half dressed. I wear a suit coat dress shirt and usually, jeans. I'm behind the anchor desk for all those hours and jeans are the most comfortable.”

When asked about his favorite tie, he explained that he doesn't have one. “I have so many I can't pick one.” If any of his other ties in his selection need slimming, he knows exactly where to send them.

For a better sense of Dave's style, follow him on Twitter at [@capitalgolf](https://twitter.com/capitalgolf).