



Updated: Tue., Nov. 3, 2009, 1:53 AM

Hollywood's new Jaws

By RICHARD WILNER and JAMES COVERT

Last Updated: 1:53 AM, November 3, 2009

Posted: 12:56 AM, November 1, 2009

Tom Cruise may have lost some of his mojo at the box office but he is still a mega-watt star to Manhattan's upper middle-class businessmen.

At the Midtown office of a leading plastic surgeon, three out of four of the male customers walking through the door are looking to get a squared-up jaw line and chin job and are privately letting on to the staff that it's the Cruise look they are after.

"They think it's a more powerful look and need that for business," one staffer whispered to The Post last week, of the \$20,000 procedure. "It's something, they tell us, that they had been looking to do for a number of years but couldn't afford until now."

Roughly 40 percent of the doctor's patients are men, this staffer noted, which may say a lot about New York men in general. Nationally, men make up just 10 percent of all plastic-surgery clients.

Richard Wilner

Energy booster

Mike Repole, the Queens, NY, native who sold his Glaceau Inc., the maker of VitaminWater, to Coca-Cola in 2007 for about \$4.1 billion, has been hanging around the track a lot in the last two years -- growing his Repole Stables to more than 115 horses.

Horseracing has been his love since he was 13 years old.

But the successful businessman also knows a thing or two about winning business concepts -- so it was worth a listen when we heard last week that Repole plunked down quite a bit of cash for a sizeable stake in Energy Kitchen, a five-year-old, Manhattan-based, fast-casual restaurant chain whose health-minded menu carries nothing with more than 500 calories.

Though it has just nine locations now, founder **Anthony Leone** wants to add 15 stores next year and, in an effort to go national, grow to 1,000 locations over the next decade.

"Mike said he thinks it can be the next \$1 billion brand," Leone said in a telephone interview last week. "He was a customer and I got to know him and he got to know the company and he was sold on it."

Same-store sales this year are up 6 percent, he said, which is outpacing McDonald's and Burger King.

"You can't go wrong, healthwise, with anything on the menu," said Leone. Energy Kitchen doesn't carry full-calorie sodas or any fried foods -- but does offer bison and ostrich burgers, salmon salad, wraps and salads as well as side dishes like mixed vegetables, baked homestyle potatoes and brown rice.

On a visit last week, the ostrich burger was juicy and tasty and the asparagus salad was about the best we ever tasted. Hollywood types are said to love the joint. Pretty soon, the rest of the country will get a chance to weigh in.

Richard Wilner

'Greatest' brand

Adam Geisler was a five-year-old growing up in Arlington, Tex., in 1981 when **Muhammad Ali** retired -- so he has no memory of seeing the greatest boxer ever work the ring, nor did he get to experience live the effect Ali had on the Everlast brand.

No athletic brand is so closely connected to a single sport the way Everlast is linked to boxing, and no boxer has had a greater impact on the brand than Ali.

Despite the age handicap, Geisler is doing all he can to ensure the connection between Ali and the brand lives on. Geisler, now 33 and living on the Upper West Side, is the President of Everlast, and recently inked a licensing deal with the Ali camp that is bringing Ali training gloves, heavy bags and other training equipment -- priced from \$30 to \$100 -- to area sporting-goods stores.

The deal is part of Everlast's 100th anniversary in 2010 -- and also the 35th anniversary of Ali's legendary "Rumble in the Jungle." It's also Geisler's attempt to widen the reach of the Everlast brand beyond boxing.

"It's my job to reawaken the brand, to expand it from boxing and mixed martial arts out to the fitness masses," he said. In his two years at the top spot, Geisler has inked deals with 24-hour Fitness, to bring Everlast boxing classes to the gym

chain, and with men's apparel brand, No Mas, to bring Everlast leather bags to upscale retailers -- in addition to the Ali deal.

Despite the tough economy and the fact that boxing is not exactly experiencing a pop culture renaissance, Everlast sales are up margin ally this year, according to Geisler, who got hired at the company 12 years ago after his college fraternity brother, the son of the owner, put in a good word for him.

Richard Wilner

Charity case

Charity and hedge funds aren't usually mentioned in the same breath -- but upstart Goliath Partners LP is looking to change that.

Managing Partner **Christopher Murphy** says the incip ient fund will donate half its after-tax profit -- which is based on 20 percent of the fund's gain -- to education-fo cused charities.

"I'd rather teach a man to farm than buy him meals every week," says Murphy, who is working to raise \$50 million to start the fund by Jan. 1. Judging from his track re cord, some investors might want Murphy to teach them how to play the markets, too.

As a senior analyst at SG Asset Management during the Wall Street crisis last year -- when broad markets were off as much as 40 percent -- Murphy's shrewd bets on stocks, bonds and commodities generated substantial gains.

Murphy credits plays off US mone tary policy, which led him to hoard gold last year, for example. Murphy says he's still buying gold, and next year he expects to be shorting shares of debt-ridden retailers.

James Covert

business@nypost.com

NEW YORK POST is a registered trademark of NYP Holdings, Inc.
NYPPOST.COM, NYPOSTONLINE.COM, and NEWYORKPOST.COM are trademarks of NYP Holdings, Inc.
Copyright 2009 NYP Holdings, Inc. All rights reserved. [Privacy](#) | [Terms of Use](#)
