

FORWARD THINKING FASHION



I typically wear a suit every day, but with no tie. I favor Dolce & Gabbana and Tom Ford because of the classic yet edgy cuts. Sometimes I will opt to go without a suit and choose a sports jacket instead. I usually wear John Varvatos on a more casual day.

All medical assistants and registered nurses wear black scrubs with the practice name embroidered in red. They are sleek and look professional. The office is modern and has a color palette of grey and red with silver. The receptionists are dressed professionally in dresses, skirts, or pants (anything but jeans). My Director of Operations (and sister), Ann, has helped define my brand since its inception. She is also a professor of fashion history at Parsons, which brings many elements to the nature of my practice. She sets the tone for the overall appearance of the office and staff. She favors Chanel, Dolce & Gabbana, and Alaia for herself. She encourages the staff to have fun with fashion, hair, and makeup, but in a professional and tasteful way.

The essence of my practice and brand is one that is stylish, luxurious, forward thinking, and a boutique welcoming environment located in the heart of the Upper East Side. I do what I do, because I have always taken pride in my own appearance and enjoy fashion as well as being the best version of myself in mind, body, and spirit. So, yes, I do believe that the way I present myself to my patients is essential to the success of my practice.

*Paul Jarrod Frank, MD*

*Founder and Director*

*The 5th Avenue Dermatology Surgery & Laser Center*

*New York City*



Dr. Frank wears suits in his practice on most days sans tie.