

# FORTUNE MAGAZINE

NEW YORK, NY | JUNE 2004

## IN BOX

**“Imagine,”** says Scott Jordan, “Giorgio Armani and Bill Gates stranded on a desert island, and you’ll have a good idea of what the SCOTTTeVEST TEC Sport Jacket offers.” Two problems with this analogy: First (sensitive readers, avert your eyes), Giorgio and Bill would wear loincloths. And even if they had the cellphones, GPS devices, and whatnot to fill the sport coat’s 14 internal pockets—

all connected with channels for running wires and earphones—batteries don't

grow on palm trees. Jordan says his company’s blue-worsted blazer (\$250)

appeals to nerds and Secret Service and FBI agents.

Now, John Ashcroft wearing a blazer on a desert island—that I can believe.

[www.scottevest.com](http://www.scottevest.com)

