MODERN MAN
ECLECTIC SUITING OPTIONS WITH SUBSTANCE

LUXE LAYERS
THE BIGGEST TREND FOR MEN & WOMEN

FUTURE PERFECT
THE GERMINATION PROJECT TAKES ON PHILADELPHIA

FASHION ON FIRE
FALL HEATS UP WITH EMILY BLUNT, THE SCIENCE OF STYLE, AND THE HOTTEST HANDBAGS OF THE SEASON
THE SCIENCE OF STYLE
FASHION & THE HUMAN EXPERIENCE

By Dr. Frederic Bertley
At the turn of the 17th Century, William Shakespeare penned these words:

“The apparel oft proclaims the man.”

I was 9 years old when my father first read Hamlet to us. While I did not fully appreciate the advice Polonius imparted to his nephew, Laertes, as he embarked on his voyage from Denmark to France, I knew it somehow related to fashion. And my father, the original “Dr. B,” was always a well-dressed man.

As I grew older, it became exceedingly clear. More than anything else, we humans are social beings and we connect with each other in many ways and at multiple levels. However, throughout this human experience, we have limited opportunity to engage in deep conversation, and thus, our unique identity risks going unnoticed. Modern society has cleverly offered a safe reprieve. Fashion, that rarified combination of fabric, style and personality—creating the aesthetic—allows us to communicate an authentic message and, unwittingly or with prescribed purpose, starts a silent dialogue with all those around us.

This fashion-catalyzed method of expressing oneself is as old as dirt. And here is the rub: Whether or not you pay attention to what you wear, the world takes stock. We are constantly analyzing the environment around us, including what people look like. There needs to be no judgment, but often a conclusion is drawn—what Descartes would refer to as “the accumulation of sense data.” Just like a scent evokes a certain memory, how you dress, how you wear your hair, how you accessorize all scream, “This is who I am!” , “This is what I am!” Of course, depth of character can only be discerned through conversation, exchange of ideas and relationship building, but the reality of life provides limited opportunities for this. All the while, the silent whispers about your identity are heard loudly through your fashion sense and chosen materialized veneer.

As a scientist and an executive at The Franklin Institute, I often find myself breaking the stereotype of what a scientist is expected to look like. That’s true whether I’m in a stylish three-piece suit accessorized with a colorful fountain pen or donning a polo shirt and some crisp new Chuck Taylors. Young adults, grandparents and kids alike, take note that scientists indeed come in all shades and manner. Time and time again, this deconstruction of their “scientist” image helps them resonate more with me and we connect on that human level, even if only for a passing moment.

We often use the adage, “Never judge a book by its cover.” Yet we all pluck books off shelves, grab magazines from racks and select newspapers from stands solely on the image or headline plastered on the cover. Like it or not, how you look sends a message. So, as I dance the divide of loving science and appreciating fashion, I choose to consciously curate that message. Our first U.S. ambassador, Benjamin Franklin, knew this as he navigated that same haute-couture France as Shakespeare’s adventurous Laertes. Working in his temple on the Parkway, it is only fair I try to do the same.

Thank you, William. Thank you, Dad. Thank you, Boyds.
Indeed, “the clothes often proclaim the man.”

As Senior Vice President for Science and Education at the renowned Franklin Institute, Dr. Frederic Bertley, Dr. B,” is dedicated to igniting a passion for science learning, a commitment to innovative thinking and a desire to transform the global science education landscape.

Bertley leads several diverse initiatives at The Franklin Institute that positively impact students, educators and the general public. He oversees a number of youth programs; a monthly all-inclusive Community Night; the long-standing Traveling Science Show and the lauded Color of Science™, which showcases the remarkable contributions of women and persons of color to modern-day science.

Dr. B directs the Institute’s talented cluster of scientists and a broader team that works tirelessly to make science accessible and engaging. From the prestigious Franklin Institute Awards, one of the oldest science awards program in the world, to the inspiring Philadelphia Science Festival—the programs under Bertley’s leadership are significant and proven successful.

Bertley also leads the Institute’s international efforts, including the implementation of science education programs in Egypt, Paraguay and China, and he is Executive Editor of the Journal of The Franklin Institute.

A Montreal native, Dr. Bertley studied physiology and mathematics at McGill University, where he also earned a Ph.D. in Immunology. Prior to joining The Franklin Institute, he was part of a Harvard Medical School HIV Vaccine Research Group and a research affiliate at MIT, and he managed multinational teams in Haiti and the Sudan.

Dr. Bertley is honored to have received the Dell Inc. Inspire 100 World Changers, Harvard Medical School Dean’s Service Award, Philadelphia Business Journal’s 40 Under 40 and Minority Business Leadership Award, as well as a Mid-Atlantic Emmy™. He has been an invited speaker at top venues, including world-leading universities, the White House and the United Nations.