

PRESS RELEASE

Berlin, Germany
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“The Presidents’ Tailor”, the first documentary film about the legendary tailor Martin Greenfield and the bespoke menswear empire he created in Brooklyn with his sons Jay and Tod, is completed and available for immediate release. Greenfield, who died on March 20, 2024 at age 95, was often called the best men's tailor in the United States. His list of clients included six U.S. Presidents, as well as hundreds of notable politicians and celebrities.

“The Presidents’ Tailor” was directed and produced by Berlin-based US filmmaker Rick Minnich (Our Man in Berlin, Berlin/Germany) and produced by Mike Brandin (InOneMedia, Leipzig/Germany) in association with German public broadcaster MDR. It was shot by director of photography Tom Bergmann, who also filmed the Oscar-nominated documentaries “Life, Animated” (Dir. Roger Ross Williams) and “Abacus: Small Enough to Jail” (Dir. Steve James).

Rick Minnich has been writing, directing and producing shorts and feature documentaries since 1993 through his companies and in association with various German, European, and North American broadcasters, film funds, and production companies. His previous films include the award-winning “Heaven on Earth” (2001), “Forgetting Dad” (2008), “The Strait Guys” (2022).

Filmed between 2017 and 2022, the film accompanies Martin and his sons Jay and Tod during their daily work at Greenfield Clothiers in East Williamsburg, New York, as well as their family life, including a moving Seder at Tod’s home on Long Island. We also travel to Washington, DC with Martin and his wife Arlene when they are invited to the Hanukkah reception at the White House.

Together with Jay and his children David and Amy, we retrace Martin’s path across Europe, from his hometown in Pavlovo (Ukraine) to Auschwitz and Buchenwald — the two former concentration camps where Martin was imprisoned as a teenager and where he lost his entire family.

Another highlight is Martin’s 90th birthday party at the Friars Club in Manhattan, where his longtime friends and customers Colin Powell and Michael Bloomberg give moving tributes to their beloved tailor.

The film is in English, German and Ukrainian with English subtitles, and is available in 39- and 53-minute versions.

Executive Producer positions are still available on the production, as well as underwriting opportunities for the nationwide PBS broadcast planned for late-2024/early-2025.

The producers are also seeking sponsors to host online and hybrid sneak preview events with the film. Please contact Rick Minnich (see top of press release) for more details.

Furthermore, the producers are accepting tax-deductible donations to support the film's release through their fiscal sponsor From the Heart Productions: <https://ourmaninberlin.allyrafundraising.com/>

For more information and the trailer, please visit the official film website: www.thepresidentstailor.com.



Martin Greenfield opens the freight elevator door at Greenfield Clothiers. Frame grab from "The Presidents' Tailor".