



From left, Sundar Pichai, Michael Bloomberg, Sam Altman, Ingrid von Ahn, Jason Ballard, Daniel Ek; Images via Getty.

The Top 5

Altman's Sunglasses, Bezos' Power Polo: A Tech Mogul's Guide to Summer Fashion

We examined what the technorati wore to their ultimate summer conclave—the Sun Valley conference—and then assembled a shoppable list. Anyone for a high-end Stetson?



By Freya Drohan

Jul 19, 2025, 6:00am PDT

What do you get when you mix plenty of the world's most powerful capitalists with a sleepaway camp setup in Idaho?

Well, for years, the Sun Valley Conference, hosted by Allen & Co., the ultrasecretive investment bank, was a place to hobnob and perhaps strike a deal. It's something else now: an honest-to-goodness fashion event, with more and more attendees clearly putting considerable effort into what they put on each day.

“Ten years ago, it wasn't the spectacle that it is now. It wasn't publicly dissected like this,” said Victoria Hitchcock, a “fashion stylist” and personal brander based in Silicon Valley and the Bay Area, who is always counseling her clients to “brand yourself around what you believe in.”

Personality-driven choices certainly abounded. There was even a controversial Labubu bag charm sighting, dangling from the Hermès Birkin of Stacey Bendet Eisner, founder of clothing Alice & Olivia (and daughter-in-law of Michael Eisner, the former Disney CEO). Taking the Sun Valley looks for inspiration, I assembled the fashion guide below. Have a browse, pick up an item or more, and you'll be turning heads on your next oat-milk latte run to Konditorei, too.

The Bigger, the Better Sunnies



Altitude 03s from Vuarnet (left); Sam Altman (right).

Science lab PPE? Seventies ski goggles? A preview of an Io device coming around the bend? Just Sam Altman's sunglasses, it seems. Colossal shades were popular in sunny Sun Valley, most notably with the OpenAI founder's polarized—and polarizing—bio-nylon and neoprene Altitude 03s from Vuarnet. Meanwhile, Ferrari chair John Elkann was also rocking one of his favorite pairs.

For something chunky in acetate, there's Barton Perreira and Isabel Marant, while Australian brand Banbé's tortoiseshell and gold ones have you covered with 100% UV protection. As for Lauren Sánchez Bezos, fresh from her Venice nuptials and a quick pit stop in Paris for Couture Week, her bold Balenciaga sunglasses toed the line between flashy and fashion, and were perhaps intended as a statement of another kind. The style name? Bossy Cat.

The Navy-Is-the-New-Black Look



Bergdorf Goodman Men's Cashmere Crewneck Sweater (left); Daniel Ek (right).

“Navy alludes to purpose,” said Hitchcock. Beyond a typical navy-blue suit, a button-up or polo, like this cotton and silk-blend one from Sunspel, still “looks like you mean business.” It doesn't hurt that inky midnight blue is a universally flattering color either—and not as harsh as black.





List AI startups that are currently under the radar but appear well-positioned to raise funding soon.



Analyze how venture capital funding trends have shifted since Q2 of 2020.



Compare the strategies of Amazon and Shopify in logistics over the past five years.



Explain the key factors that led to Instacarts slowdown in growth during 2023.

Just ask [Zaslav](#), [Ek](#), [Bezos](#), [Gates](#), [Cook](#), [Kushner](#) et al, who endorsed the hue en masse. For a subtle yet substantial sweater like Kushner's, a crewneck from [Frame](#), Theory's excellent [Regal Wool](#) line or [Bergdorf Goodman's in-house label](#) will go the distance year-round.

When considering a new dark-blue MVP for your closet, look for machine-washable pieces in natural fibers like cotton, linen, silk or wool. Gigi Hadid's Mr Porter Guest In Residence shouldn't be slept on for its sumptuous high-quality [navy options](#).

"Tom Ford always has the perfect navy shade," tips Hitchcock—and who could disagree with the allure of [this alpaca silk crew neck](#)? Navy also pops with other colors. Take the guessing game out of what to pair it with by opting for white piping, as seen on Orlebar Brown's [tailored long-sleeve polo](#).

The Double-Shirt Duty



Kiton Men's Cotton Multi-Check Spread Collar Dress Shirt (left); Michael Bloomberg (right).

Is Michael Bloomberg, 83, ahead of next season's biggest trend in menswear?

Now that American designer Michael Rider, who cut his teeth at Polo, has landed at Paris-based Celine, one shirt is no longer enough, and layering is about to level up.

And in Sun Valley, billionaire Mayor Mike went one further, with a button-up sandwiched on top of *another* button-up. (Hitchcock was a fan, as the look reminded her of an old-school ascot—aka a day cravat—a favorite of stars like Paul Newman.) Plus, it will definitely keep you warm, whether in the Pacific Northwest or the Siberian temps of an air-conditioned boardroom. To try Bloomberg's tactic at home, look for soft, malleable shirts from brands like Kiton, Todd Snyder and B Corp-certified Faherty that you can layer to your heart's content. Ralph Lauren's Purple Label is also a foolproof port of call for refined linen, corduroy, cotton twill and herringbone shirts that are a dream to stack. Just avoid anything that has bulk, huge button placards or distracting details. For a more lived-in look, cuff and roll both sleeves back to the elbow.

Bloomberg

The Americana Ode



From left, J. Crew Slim organic cotton chambray shirt, Stetson Hagerman 10X Straw Cowboy Hat, Sundar Pichai, Jason Ballard.

Denim is as all-American as apple pie—and plenty of attendees, including Warner Bros. Discovery's David Zaslav and Alphabet's Sundar Pichai, were eating it up. You'll be surprised how much mileage you'll get out of a slim-fitting chambray shirt with jeans—it's an iconic look for a reason. Nods to time-honored American design were also apparent in Ivanka Trump's turquoise earrings and concho belt, which is quite similar to offerings from Johnny Was and Streets Ahead. For a less obvious homage, there's Khaite's sleek studded Benny Belt, which was actually spotted at the conference. Texas-native Jason Ballard, who runs Icon, a 3D-printed home startup, was seemingly never without his wide-brimmed Stetson.

Would-be cowgirls can check out chic eco-conscious LA brand Janessa Leoné, or Cuyana's sustainable (and packable!) straw hats. The billionaire-approved flex, though? Customize your own hat at Ryan Ramelow in Manhattan or via high-end Western wear purveyor Kemo Sabe. And no one went for it like Spanx's Sara Blakely, who donned yeehaw-ready cognac boots, a hat and a Navajo bracelet all at once. For footwear that's more luxe than line dancing, bookmark Italian-made, America-inspired Paris Texas.

The Drapable Sweater



Victoria Beckham Ribbed wool and cashmere-blend sweater (left), Ingrid von Ahn (right).

Embraced by men and women attendees alike, the age-old dual sweater approach is practical and elevated: Just consider the effortlessly elegant blueprint defined by Ingrid von Ahn. “Soft fabrics mean approachable,” suggests Hitchcock, who name-checks San Francisco’s Tse cashmere as a favorite. Beyond offering a hack for tricky climates, it gives dimension to an outfit and has an inherent chicness. To perfect this Euro-feeling drape, think thin knit, wool and cashmere pieces in muted colorways from brands like Loro Piana, James Perse, Jenni Kayne or Victoria Beckham. From cable knits to cardis, Stockholm-designed Soft Goat is a tactile treasure trove too, as is elevated basics brand Clyque. Just be sure to practice your draping technique in the mirror.
