

What I Wear to Work: Villency Design's Eric Villency

By Arianne Cohen August 07, 2014
Eric Villency, 39, is chief executive officer of Villency Design Group in New York.



What's Villency Design Group?

We're a turnkey product design and manufacturing company. We produce 400 to 500 different categories of products, from bikes for SoulCycle to glass bottles for Organic Avenue to tote bags for eBay and LEDs for Rockstar Energy.

Are you the founder?

It was started in 1932 by my grandfather—he was a furniture designer. We have 130 employees.

Any habits you picked up from him?

I always wear cuff links. I designed these ones, as well as my jeans.

You made your jeans?

I had a denim company that I started for a couple of years and sold to Hartmarx in 2007, so I have a lifetime supply of jeans. I moved to Kentucky and lived in a denim mill.

And the cuff links?

These are a Chinese character for warrior, in white gold. It's never been easier to design at a computer and make a mold. I give them as holiday gifts.

Who made your shirt?

I grew up in Italy, so I have this awesome tailor in Naples who makes my shirts. I call him my secret weapon.

Where'd you get your bracelet?

My fiancée is a jewelry designer, and she does stones that she believes have healing properties. Who doesn't need good luck? I always wear it at work.

What product do you think needs a design refresh?

Running shoes. If you want a good pair of trainers to wear on a plane and be comfortable, they don't exist. Why do I need orange, souped-up, steroid-looking sneakers?