

# Press Kit



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# THE PRESIDENTS' TAILOR

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From Auschwitz to the White House

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Tailor Martin Greenfield presses a jacket at Greenfield Clothiers, Brooklyn, New York



# The Presidents' Tailor

From Auschwitz to the White House

a film by Rick Minnich

**Production Companies:**

In One Media

Our Man in Berlin

**World Sales:**

New Docs, Cologne (Germany)

[www.newdocs.de](http://www.newdocs.de)

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**Web:**

<http://www.thepresidentstailor.com>

**Trailer:**

<https://vimeo.com/618051316>

**Original title:**

The Presidents' Tailor - From Auschwitz to the White House

**Genre:**

Documentary

**Countries of production:**

Germany, USA

**Year of production:**

2024

**Languages:** English, German, Ukrainian

**Sound:** Stereo 2.0

**Shooting dates:** 2017 - 2021

**Shooting locations:** USA (New York City, Long Island, Washington, DC), Ukraine (Mukachevo, Pavlovo), Poland (Auschwitz/Oświęcim), Germany (Weimar, Buchenwald, Jonasthal, Ohrdruf)

**World premiere:** Jewish Film Festival Berlin-Brandenburg (Germany)  
2024 Doc Edge (New Zealand)

**Festivals:** Gig Harbor Film Festival (USA) - **BEST DOCUMENTARY SHORT**  
Cleveland International Film Festival (USA)  
St. Louis International Film Festival (USA)  
Worker's Unite Film Festival (USA) - **SPECIAL JURY AWARD (SHORT)**  
Bernardsville Film Festival (USA)  
Miami Jewish Film Festival (USA)



Tailor Martin Greenfield tries on the jacket Greenfield Clothiers made for basketball star Patrick Ewing at the Greenfield Clothiers factory in Brooklyn, New York

# Logline

Martin Greenfield learned to sew while mending shirts for the Gestapo in Auschwitz when he was fifteen, and went on to make suits for US presidents and stars. This is the story of America's greatest tailor, and the bespoke menswear empire he left behind. (44 words / 254 characters)

## Synopsis

Maxmilian Grünfeld learned to sew while mending shirts for the Gestapo in Auschwitz when he was fifteen. Four years later, he re-invented himself as the American Martin Greenfield, and was making suits for the former general and future US president Dwight D. Eisenhower, who liberated him from Buchenwald in 1945.

From his modest beginning as a floor boy at the GGG factory in Brooklyn in the late-1940s, Martin built a bespoke menswear empire together with his sons Jay and Tod with a client list that reads like a *Who's Who* of the US entertainment industry. Widely considered the greatest tailor in America, Martin remained a much-beloved figurehead at Greenfield Clothiers until Covid finally forced him into retirement at age 91.

*The Presidents' Tailor* accompanies Martin and his family toward the end of his illustrious 71-year career, and offers an inside look at how this family-run business continues to thrive by offering "quality with intrinsic value". (155 words / 961 characters)



**"Mr. Greenfield's message of tolerance and forgiveness is more vital than ever."**

*Uwe Westphal, Fashion Historian, Florida Jewish Journal*

Tailor Martin Greenfield (center) with his sons Tod (left) and Jay (right) at the Greenfield Clothiers factory in Brooklyn, New York



# Long Synopsis

Maxmilian Grünfeld learned to sew while mending shirts for SS soldiers in Auschwitz when he was fifteen. Four years later, he re-invented himself as the American Martin Greenfield, and was making suits for the former general and future US president Dwight D. Eisenhower, who liberated him from Buchenwald in 1945. *The Presidents' Tailor* is a short documentary about how one man transformed into the other against all odds.

With his infectious smile, resourcefulness, and insistence on “quality with intrinsic value”, Martin Greenfield quickly rose from his humble beginnings as a floor boy at the GGG menswear factory in Brooklyn to become the highbrow tailor of choice for US presidents and celebrities alike. Together with his sons Jay and Tod, Martin built a bespoke menswear empire which now stands alone as a beacon in the once thriving men’s tailoring industry in New York City.

*The Presidents' Tailor* interweaves scenes of daily life at Greenfield Clothiers with a journey into Martin’s past, when his son Jay and his children David and Amy retrace Martin’s footsteps across Europe, from his hometown Pavlovo in western Ukraine, to Auschwitz and Buchenwald, where the young Martin lost his entire family. We also travel to the White House with Martin and his wife Arlene, celebrate a Seder with family and friends, and witness moving tributes by longtime customers and dear friends Michael Bloomberg and Colin Powell at Martin’s 90th birthday spectacle.

*The Presidents' Tailor* is a poignant tale of resilience, forgiveness and the fine art of bespoke menswear. It is also a reminder of the distinguished craftsmanship which once gave birth to the golden age of American manufacturing. (271 words, 1685 characters)



Tailor Martin Greenfield with his granddaughter Amy Greenfield and grandson David Greenfield at the family seder at Tod and Bonnie Greenfield’s home, Long Island, New York



# Film Stills



Tailor Martin Greenfield says his morning prayers with Rabbi Israel Shemtov at Greenfield Clothiers, Brooklyn, New York



Clothing tags in the storage room at Greenfield Clothiers, Brooklyn, New York

Martin Greenfield in the storage room at Greenfield Clothiers, Brooklyn, New York





Childhood photo of Martin Greenfield (middle) with (from left) his sister Rivka, mother Tzyvia, father Joseph, sister Simcha in their hometown of Pavlovo, Czechoslovakia (now Ukraine) in 1934 or 1935.



Pavlovo, Ukraine: Left photo: Jay Greenfield and his son David outside the old synagogue that Martin Greenfield's grandfather Abraham Grünfeld built. With director of photography Anne Misselwitz, interpreter Steve Naumann, and local historian Schypovitsch.

Right photo: Jay and David inspect the tombstone of a relative at the Jewish cemetery.





Auschwitz-Birkenau State Museum tour guide Lukasz Lipiński leads Jay Greenfield and his son David through the camp where Martin Greenfield was imprisoned in 1944-45. With director of photography Anne Misselwitz.



David and Jay Greenfield standing in the remains of the former "Czech Barracks" at the Buchenwald Memorial, Germany



Buchenwald Memorial guide Jan Malecha shows Jay Greenfield documents about his father Martin's imprisonment at the concentration camp in 1945. David Greenfield looks on.

# Credits

<b>Director</b>	Rick Minnich
<b>Writers</b>	Rick Minnich Peter-Hugo Scholz (1954-2019)
<b>Directors of Photography</b>	Tom Bergmann (USA) Anne Misselwitz (Europe)
<b>Additional Cinematography</b>	Ian Moubayed Rick Minnich
<b>Drone Operators</b>	Tom Bergmann (USA) Sebastian Löffler (Europe) Rick Minnich (Europe)
<b>Sound Recordists</b>	Nikola Chapelle (USA) Mustafa Mirza (USA) Rick Minnich (USA) Sebastian Löffler (Europe)
<b>Interpreter</b>	Steve Naumann
<b>Guides</b>	Lukasz Lipiński (Auschwitz) Jan Malecha (Buchenwald) Georg Ribieski (Jonastal) Stabsfeldwebel Frank Doermer (Truppenübungsplatz Ohrdruf)
<b>Editors</b>	Mike Brandin David Schöley
<b>Color graders</b>	David Schöley
<b>Sound design / mix</b>	André Klar Frieder Wohlfarth



<b>Violin</b>	Felicitas Teuscher
<b>Viola</b>	Felipa Sonnewend
<b>Music mastering</b>	Stefan Flad, Red Kitchen
<b>Production Assistants</b>	Carolin Redenz Melissa Leardi
<b>Producers</b>	Mike Brandin Rick Minnich
<b>Associate Producer</b>	David Sterling
<b>Associate Producer</b>	Vlad Ketkovich (Ethnofund)
<b>Commissioning Editors</b>	Steffen Keitel (MDR) Matthias Morgenthaler (MDR)
<b>Pitched at</b>	Doc Preview Germany (DOK Leipzig) - Winner of the D-Facto Motion Pitch Prize
<b>With the support of</b>	Kulturstiftung des Freistaates Sachsen Sächsische Landesmedienanstalt Staatskanzlei Thüringen
<b>Crowdfunding</b>	Seed & Spark
<b>Fiscal Sponsor</b>	From the Heart Productions

A production of In One Media and Our Man in Berlin



The European crew (l to r): Producer Mike Brandin, interpreter Steve Naumann, sound recordist Sebastian Löffler, director Rick Minnich, director of photography Anne Misselwitz, writer Peter-Hugo Scholz.



The USA crew: Director Rick Minnich, sound recordist Nikola Chapelle, director of photography Tom Bergmann filming outside Tod and Bonnie Greenfield's home on Long Island, New York.



# Team Biographies

## **Rick Minnich - Writer/Director**

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



Rick Minnich is an American independent filmmaker based in Berlin, Germany. He holds a B.A. in English from Columbia University and an MFA equivalent in film directing from the Film University Babelsberg "Konrad Wolf" in Germany. Rick Minnich has been writing, directing and producing shorts and feature documentaries since 1993 under his labels Rickfilms and Our Man in Berlin and in association with various German broadcasters, film funds, and production companies.

His award-winning films include:

**HEAVEN ON EARTH** (50 min., 2001, IDFA, Fipa d'Or Biarritz)

**HOMEMADE HILLBILLY JAM** (80 min, 2005, Premiere at HotDocs, closing night film True/False 2006, distributed by First Run Features)

**FORGETTING DAD** (84 min, 2008, IDFA - Special Jury Award, True/False, Full Frame, Hot Docs, Grand Jury Prize at GZ DOC in Guangzhou, China, Shortlisted for the German Film Award 'Lola' - German Oscar)

**THE BOMB HUNTERS** (52 min., 2015)

**THE STRAIT GUYS** (99 min., 2022)

**THE PRESIDENTS' TAILOR** (39 min., 2024)

## **Peter-Hugo Scholz - Writer**



Peter-Hugo Scholz studied journalism in Leipzig, and worked as a freelance journalist from 1986 until his death in 2019. He specialized in travel and historical subjects - particularly the Third Reich - primarily for radio and television. He made films all around Europe and as far away as Nepal, Armenia, and Argentina. Peter-Hugo researched extensively at the Buchenwald Museum and Archives for various projects, where he first discovered the story of Martin Greenfield in 2016.

## **Tom Bergmann - Director of Photography (USA)**

[www.tom-bergmann.com](http://www.tom-bergmann.com)



German-born, Oscar-nominated Tom Bergmann is a Director of Photography for documentaries. His recent work includes: 'Life, Animated', directed by Academy-Award winner Roger Ross Williams, 'Abacus: Small Enough to Jail' (Directed by Steve James, Best Documentary Oscar nominee 2018), 'The King', directed by Eugene Jarecki. Tom studied cinematography at the University for Film and Television 'Konrad Wolf' in Potsdam-Babelsberg / Germany before he spent a postgraduate year in New York City to study Art History at the Graduate Center of CUNY. Since 2004 Tom is a freelance Director of Photography. Besides his work as a cinematographer, Tom exhibits his documentary still photography in various exhibitions. In recent years Tom worked on documentaries in India, China, Vietnam, Nepal, Uzbekistan, Russia, Mexico and Cuba.

## **Anne Misselwitz - Director of Photography (Europe)**

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



Anne Misselwitz (b. 1977 in Jena, East Germany) is a freelance cinematographer based in Berlin working in both narrative and documentary. Her work has been shown at major international festivals and won numerous awards. Trained at London College of Communication (BA Hons Film & Video, 2001) and HFF "Konrad Wolf" Potsdam Babelsberg (Diploma in Cinematography, 2007), Anne was awarded with the Prize for Women Directors of Photography at the IFFF 2009 in Cologne for her graduation film „The Amount of Small Things“, a documentary directed by Sophie Narr. Anne has since worked for both national and international film productions that take her all around the world. The internationally acclaimed documentary "Football Under Cover" (directed by Ayat Najafi and David Assmann) premiered at the Berlinale International Film Festival in 2008 and won the Teddy Award as well as the VW Audience Award. Her first feature film "Upside Down" (Bernd Sahling, 2012) also premiered at the Berlinale, so did "Come To My Voice" (Hüseyin Karabey, 2013). The documentary "#Female Pleasure" (by Barbara Miller) was shortlisted for the European Selection of documentaries for the Oscars in 2020. Anne is a board member of the Women Cinematographers Network Cinematographinnen.



## David Schöley - Editor / Color Grader (Germany)



Following his formal training as a media designer for image and sound, David worked as a freelance editor, cameraman, and graphic designer before taking on a full-time position at InOneMedia in Leipzig in 2013. In addition to co-editing "The Presidents' Tailor", David edited the TV documentary *Die Thüringeti* (dir. Peter-Hugo Scholz, 2013), the short films *Zwischen uns steht ein Salat* (Dir. Alice von Gwinner, 2016) and *Irony* (Dir. Svenja Studer, 2018), which he also shot. He was also the on-set assistant editor and data wrangler of the German-Saudi narrative feature *Die perfekte Kandidatin* (Dir. Haifaa Al Mansour, 2019), which was nominated for the Golden Lion in Venice, and the assistant editor of the narrative feature *Julia muss sterben* (Dir. Marco Gadge, 2020), which won the Audience Award for Best Feature Comedy at the San Francisco Independent Film Festival in 2021.

## Michael Mühlhaus - Composer (Germany)



Born in 1966. Composer, keyboarder and producer for various artists such as Kante, Barbara Morgenstern, Masha Qrella, Die Türen. From 1998-2005, Michael was a member of the popular German band Blumfeld. He has worked extensively in many of the most renowned theatres in Europe including the Burgtheater Wien, Schaubühne Berlin, Schauspiel Stuttgart, Kammerspiele München, HAU Berlin, Deutsches Theater Berlin. He composed the soundtracks to Rick Minnich's films *The Bomb Hunters* and *The Presidents' Tailor*, and was the orchestrator for German director Maren Ade's international hit film *Toni Erdmann*.

## Mike Brandin - Producer/Editor (Germany)

[www.inonemedia.de/en/](http://www.inonemedia.de/en/)



Mike Brandin studied electrical engineering and media technology before working as a cameraman and editor. In 1998, he founded InOneMedia in Leipzig, where he is the CEO and producer. In 2004, Mike started the short film festival KURZSUECHTIG, where he is the festival director. He has produced more than a dozen short documentaries and reportage for broadcasters ARD, MDR, Arte and 3Sat, as well as numerous narrative shorts.

# Filmmakers' Statements

## **Rick Minnich - Writer/Director**

When I first met Martin Greenfield and his family on a trip to Brooklyn in 2017, I was immediately drawn to the qualities of resilience and compassion which imbue Martin's story. As an American filmmaker living in Berlin since 1990, I live in the constant shadow of the Holocaust, among the lingering guilt of the Germans, which permeates daily life in Germany. A Holocaust topic was bound to eventually come my way, and when it did, I seized it.

My passion is for making films firmly set in the present about how people's lives continue to be affected by past trauma. My own experiences as a father of five and the process of making my personal documentary *Forgetting Dad* (Special Jury Award IDFA 2008, short-listed for German Oscar 'Lola') have given me unique insight into family dynamics and trauma, sensitizing me to the many challenging situations Jay and Tod Greenfield face in following in the footsteps of their legendary father.

We are living in trying times where hate and negativity are omnipresent, and anti-semitism is once again on the rise. In such moments, life-affirming films like *The Presidents' Tailor* are needed more than ever. Martin Greenfield dedicated his life to creating quality with intrinsic value. My aim is to do the same in bringing his uplifting story and this heart-warming and entertaining film to as broad an audience as possible.

- Rick Minnich, writer/director  
Berlin, April 2024

## **Peter-Hugo Scholz - Writer**

Years of research about the history of the Buchenwald concentration camp have led me time and time again to the memorial atop the Ettersberg near Weimar, and led to radio and TV documentaries such as "Hitler's Weimar", "The Dogs of Buchenwald", and most recently, "The Presidents' Tailor". I was often present during the commemorations marking the liberation on April 11th, where I met former Buchenwald prisoners such as Jorge Semprún and Stefan Jerzy Zweig. The latter is well-known throughout the world as the "Buchenwald Child" in the novel "Naked Among Wolves" by Bruno Apitz and the film of the same name by Frank Beyer.



When I asked the memorial's curator Harry Stein one day how many children and youth survived the concentration camp, he answered: "900 in all, and quite a few of them have moving stories to tell." As evidence, he pulled from his archives a Washington Post article about Martin Greenfield - the Jewish boy from the Carpathian Mountains who ended up in New York and became the tailor of numerous US presidents. When Dr. Stein added that the 16-year-old Greenfield hijacked the Weimar mayor's Mercedes after the liberation of the Buchenwald concentration camp, my interest was piqued. Further research quickly led to Greenfield's memoir "Measure of a Man", and our first interview at his factory in Brooklyn, where the 89-year-old Greenfield still works. That was the moment when I realized his life story had to be captured on film.

- Peter-Hugo Scholz, 2018

## **Mike Brandin - Producer**

I worked with author Peter-Hugo Scholz for many years, and was immediately inspired when he first told me the story of Martin Greenfield. The initial research shoot revealed Mr. Greenfield's distinct charisma and nature, which instantly captivate viewers.

I quickly realized that this story offers the unique possibility to blend historical and contemporary history. In today's turbulent times, when humanity is often overlooked and history is all too easily forgotten, it is particularly important to make such impressive contemporary witnesses accessible to a broad audience.

This is why I set out, together with director and co-producer Rick Minnich, to tell the story from the perspective of today. After all, "The Presidents' Tailor" is not only about history, but also about timeless themes such as family and generational change as well as contemporary topics such as the digitalization of our world.

In order to make Martin Greenfield's story more accessible to broad audiences, we sought out several of his prominent customers such as former New York mayor Michael Bloomberg, former US Secretary of State Colin Powell, renowned conductor Sir Gilbert Lavine, and even former US President Donald Trump, who makes a guest appearance. The result is a sophisticated, very emotional and entertaining documentary.

- Mike Brandin, 2024



David Greenfield advises customers at Greenfield Clothiers in Brooklyn, New York. Director of photography Tom Bergmann, sound recordist Nikola Chapelle. Photo by Rick Minnich.



Martin Greenfield with conductor Sir Gilbert Levine ("The Pope's Maestro") during a fitting at Greenfield Clothiers in Brooklyn, New York. Director of photography Tom Bergmann, sound recordist Nikola Chapelle. Photo by Rick Minnich.





Martin Greenfield discusses the lining of a jacket with his grandson David at Greenfield Clothiers in Brooklyn, New York. Director of photography Tom Bergmann. Photo by Rick Minnich.



The film's title embroidered onto an iconic Greenfield Clothiers label and sewn onto the traditional jacket lining using the distinctive hand-sewn cross-stitch.



# Contact

## Contact

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10437 Berlin  
Germany

## Film website

<http://www.thepresidentstailor.com>

## Trailer

<https://vimeo.com/618051316>

## Production company website

<https://tinyurl.com/inonemedia>

## Filmmaker website

<https://www.ourmaninberlin.com>

## Crowdfunding page

<https://seedandspark.com/fund/mr-greenfield#story>

## Fiscal sponsor page

<https://ourmaninberlin.allyrafundraising.com/>

## Donation link (PayPal)

<https://tinyurl.com/2xtzvwwp>

## Festival submissions

<https://tinyurl.com/presidents-tailor>

## New York Times obituary

<https://tinyurl.com/nytimesgreenfield>

## NY Jewish Week story

<https://tinyurl.com/4a2kseav>

## Jewish Journal interview

<https://tinyurl.com/mrxj3mns>

## Conversations with B'nai B'rith podcast <https://tinyurl.com/5yej3m5z>



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