





# UP IN SMOKE

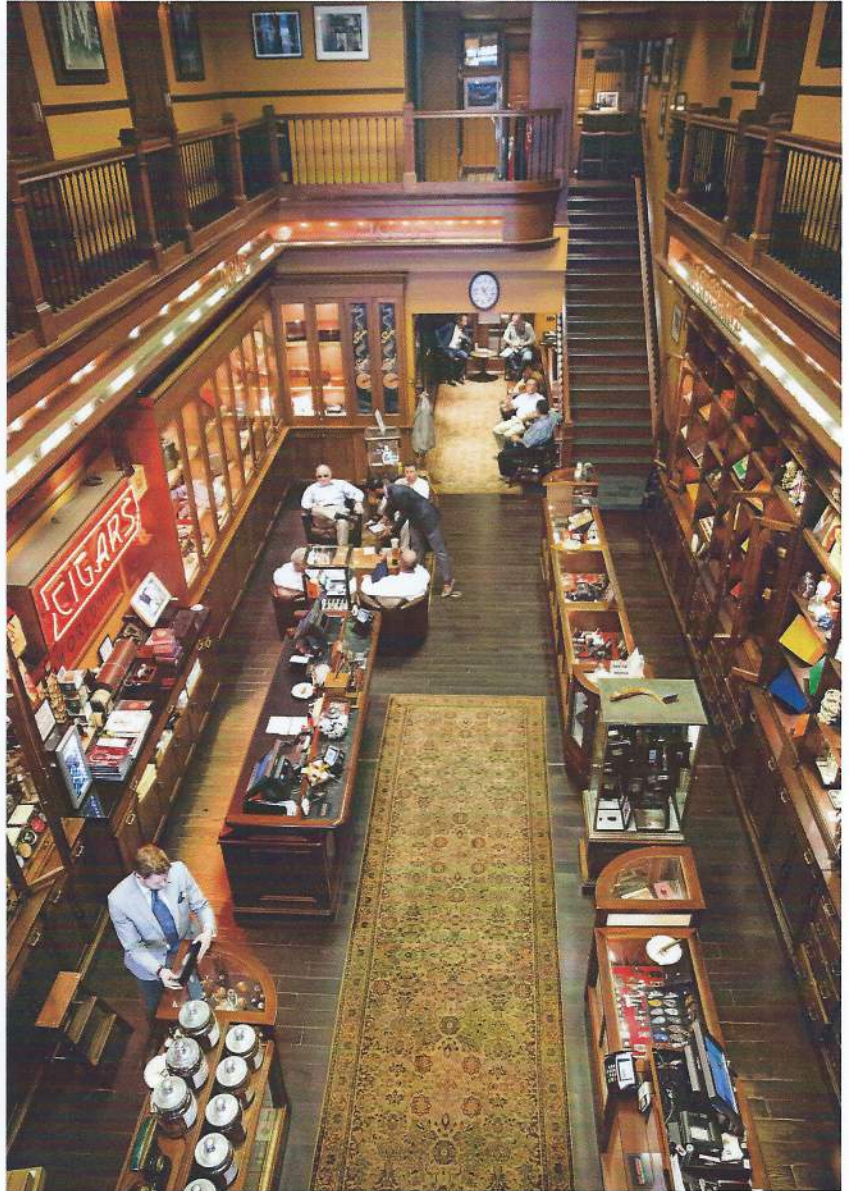
Michael Herklots Talks about Cigars,  
American Made Luxury and  
The Nat Sherman Experience.

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PHOTOGRAPHY BY: ANGELA ALTUS

# CIGARS





**W**alk through the doors of 12 East 42nd Street in Manhattan and the scent of fine tobacco envelopes you. In a space filled with gleaming, antique cabinets and deep, welcoming armchairs you'll hear snatches of conversation mingled with music and the occasional sound of striking flint. No, you haven't stumbled upon the private, New York abode of some well-traveled, distinguished gentleman... you've arrived at the Nat Sherman Townhouse.

A spacious yet cozy enclave that invites one to sit back and light up, the Nat Sherman Townhouse is a perfect place revel in the company of like-minded aficionados... and the ideal spot for a chat with the company's Vice President of Retail & Brand Development, Michael Herklots.

Impeccably turned out in a hand-tailored suit worn as easily as his affable elegance; Herklots is more Rat Pack than Brat Pack, exuding an easy sense of old world charm that belies his youth.



*See a celebrity, royal or president with a cigar in hand – past or present – and chances are excellent it's a Nat Sherman offering.*

Nat Sherman is an American, family run company and has been since 1930.” explains Herklots over espresso and cigars, “Because of our history, our story is different than that of a lot of other luxury brands. American luxury is a bit grittier, a little sexier. Nat Sherman isn’t just a quality product; it’s a luxury experience for our customers. When you come to the Townhouse, meet the tobacconists and see the photos lining the walls, what you’re seeing isn’t marketing – it’s our history and it tells a story about who we are. Everything we do at Nat

Sherman and especially at the Townhouse is designed to make sure every guest who walks through the doors feels privileged”.

The lauded ‘Tobacconist to the World’ has a long history of creating luxury through bespoke experience. Upon special request from Ol’ Blue Eyes himself, Nat Sherman once created a custom cigarette designed to match the interior of Sinatra’s private jet. See a celebrity, royal or president with a cigar in hand – past or present – and chances are



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"I started as a drummer, my degree is in music" says Herklots. "I love to perform, I love to compose and I love to entertain. I do all that when I'm creating music, but I also have the opportunity to draw on those same passions when I organize a cigar tasting, a dinner with cigar pairings or any smoking event. Cigars aren't a habit they're a hobby, and Nat Sherman elevates that hobby into an indulgence, an experience."

So what is it, exactly, that makes a cigar luxurious? According to Herklots, it's time - the time spent developing a blend, the time spent crafting the product, the time spent savoring it. "When you enjoy a cigar that's been beautifully made and hand selected for you, a cigar that has a beautifully balanced flavor profile, the right vitola and shape... one that's been cut with a fine blade, lit with a beautiful lighter and savored. That's luxury, that's the experience."

Enjoy the Experience  
Visit the Nat Sherman  
Townhouse  
12 East 42nd Street  
New York, NY 10017  
*Between 5th and Madison*  
1-800-MY-CIGAR