

# ANNALS OF WRETCHED EXCESS

MARIO RUIZ FOR TIME



**IS ALL THIS NECESSARY?** The rich are more paranoid than the rest of us, which may be why **Barney's** department store in New York City is selling a \$595 coat, left, equipped with a pocket lined with a copper-polyamide-polyurethane shield that protects the owner from harmful cellular-phone emissions. It may also explain why clients of **Meurice Dry Cleaners** (also in New York) can FedEx their clothes from anywhere in the world so Meurice can clean and FedEx them right back. Cost to send and clean a suede jacket? About



Are you going to trust your clothes to somebody who thinks DKNY is a community college in Brooklyn?



Pet Products Trade Show in Atlanta this week? Fido thinks you're playing catch, but you're really mint-freshening his breath.

\$150. (The service has clients as far away as Rome.) But what excuse can be made for **Mint Balls** (\$3.99 for two), which will be introduced at the National