

THE ULTIMATE GENTLEMAN

Image Transformation

THE SAVOIR FAIRE EXPERIENCE

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Finishing School



STYLING
GROOMING

PERSONAL
BRANDING
Business
Etiquette

Executive
Presence

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LOOK BOOK



MEN'S WARDROBE ESSENTIALS

Build your wardrobe from the ground up

REAL MEN REAL STYLE GUIDE TO FIT

Just Right

Too Small

Too Big

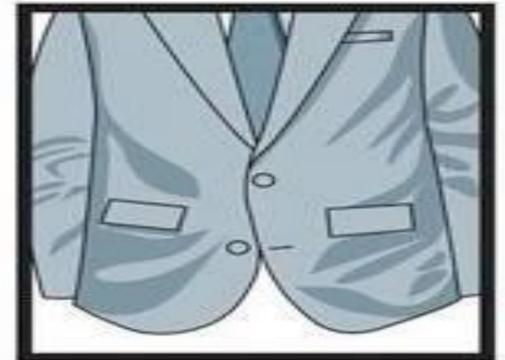
THE SHOULDER



THE SEAT



THE JACKET CLOSURE

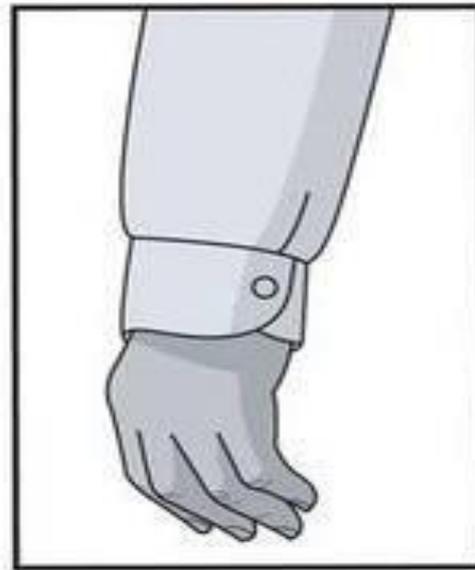
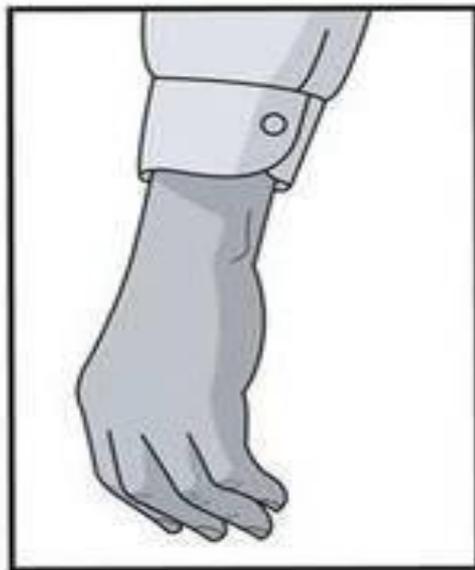
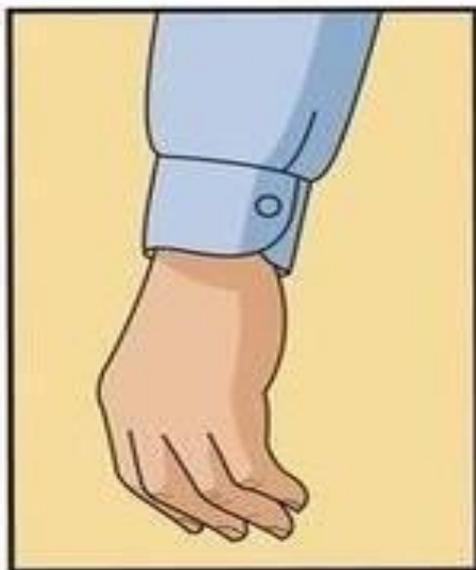


Just Right

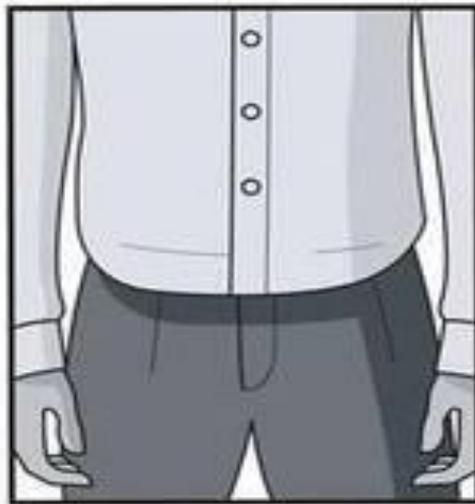
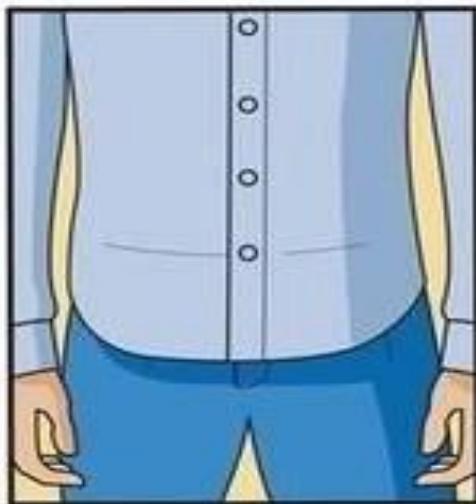
Too Short

Too Long

Sleeve Length



Bottom Length



HOW A SHIRT SHOULD FIT

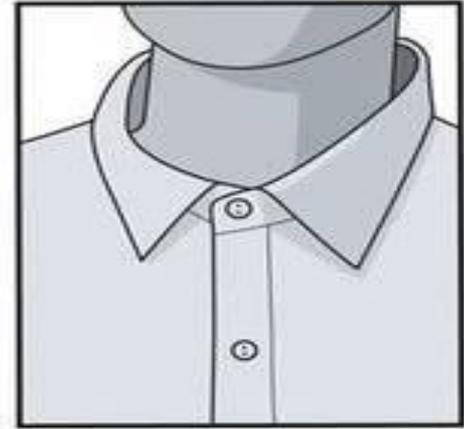
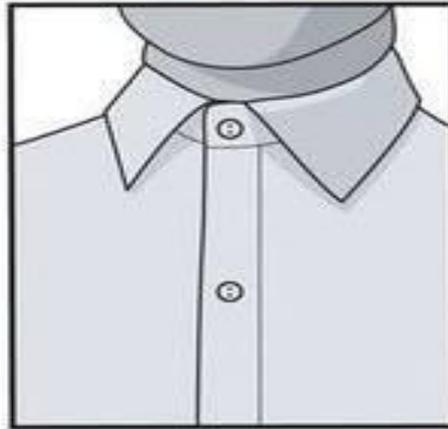
Presented By: Real Men Real Style

Just Right

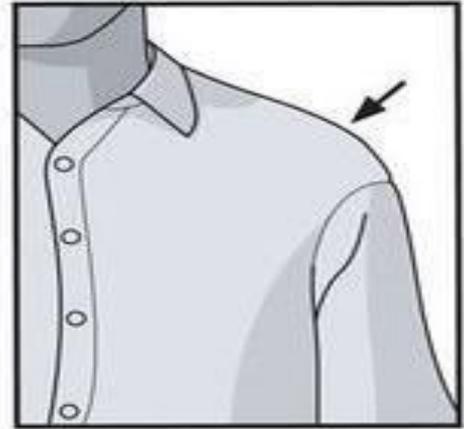
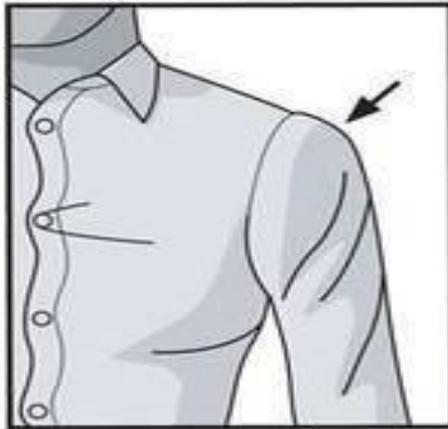
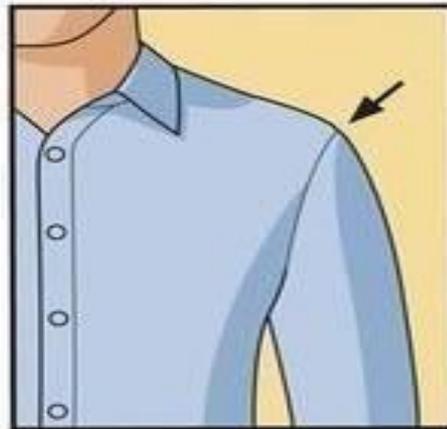
Too Tight

Too Loose

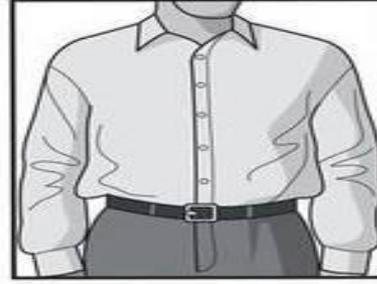
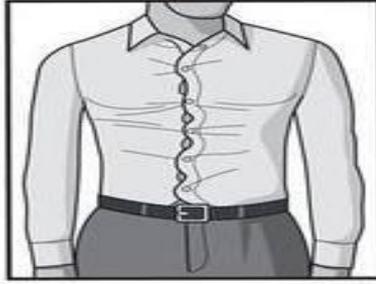
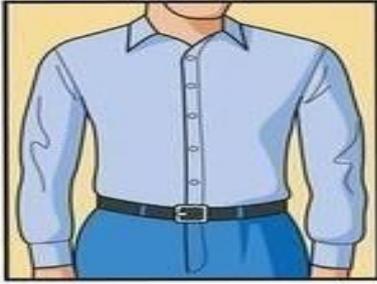
Collar Fit



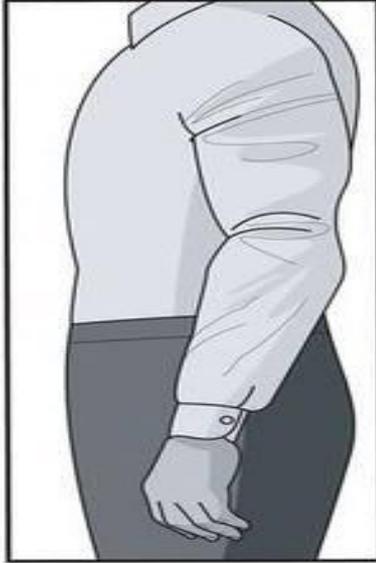
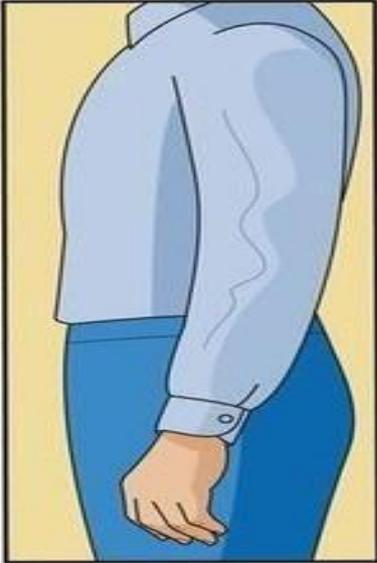
Shoulder Fit



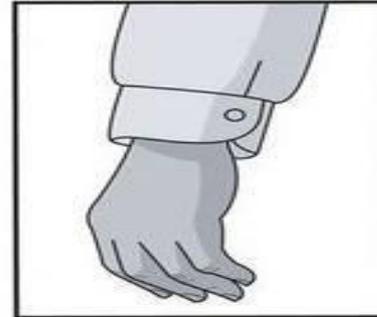
Torso Fit



Sleeve Fit



Sleeve Cuff



Good Fit

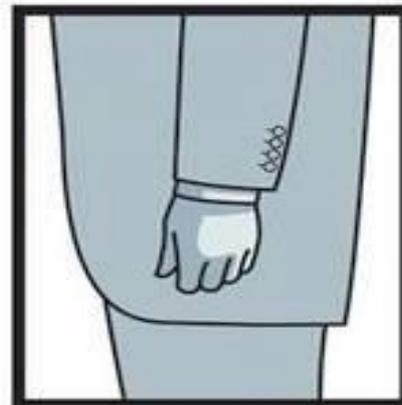
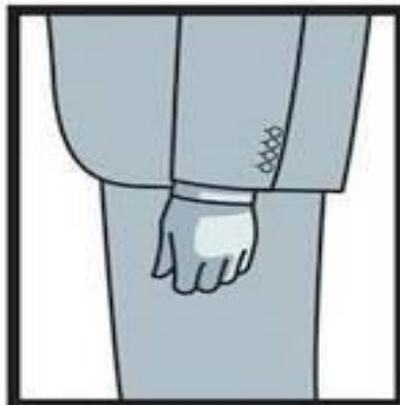
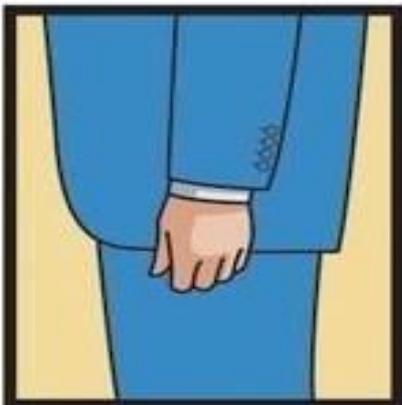
Too Short

Too Long

JACKET SLEEVE LENGTH



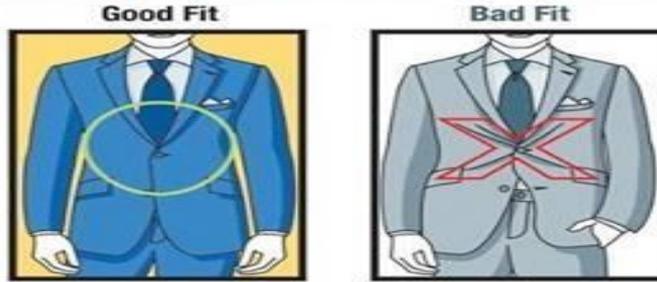
JACKET LENGTH



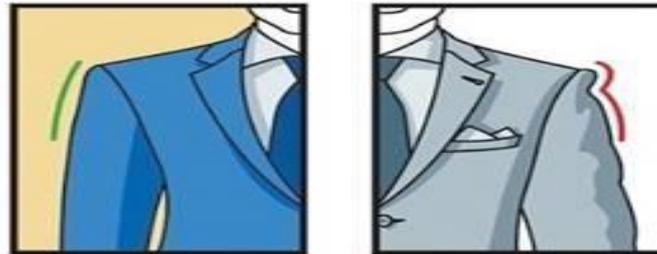
TROUSER BREAK



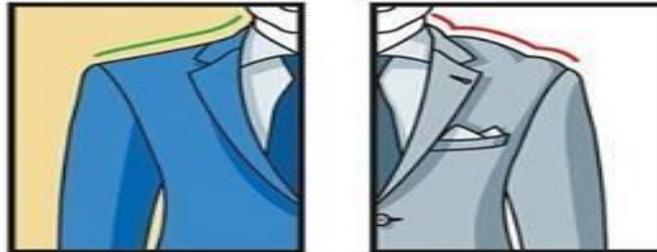
JACKET COLLAR



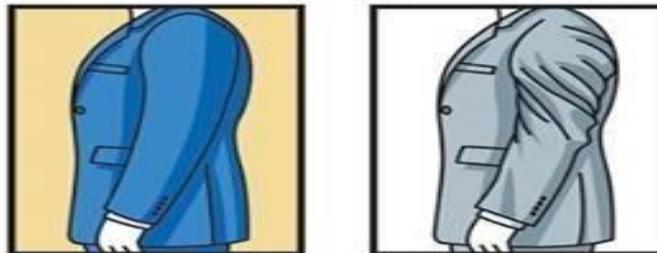
THE DREADED X



THE SHOULDER DIVOTS



THE SHOULDER RUMPLING



THE SLEEVE PITCH

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A Man's Guide To The Vest

Presented By: Real Men Real Style

How A Vest Should Fit



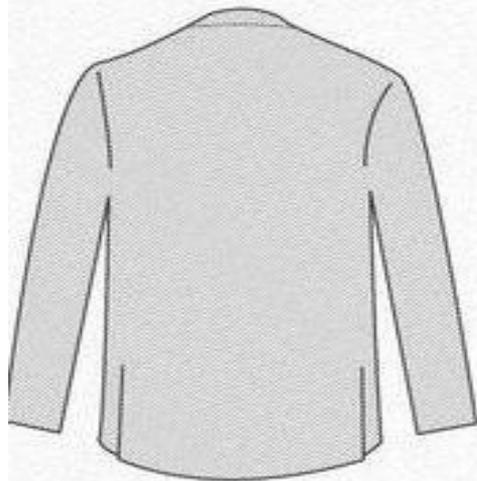
The shoulders of the vest should always lie flat against your body.

If you're wearing the vest with a suit coat, the v-shape should be narrow enough that the suit lapels do not hide it entirely unless you are wearing a waistcoat.

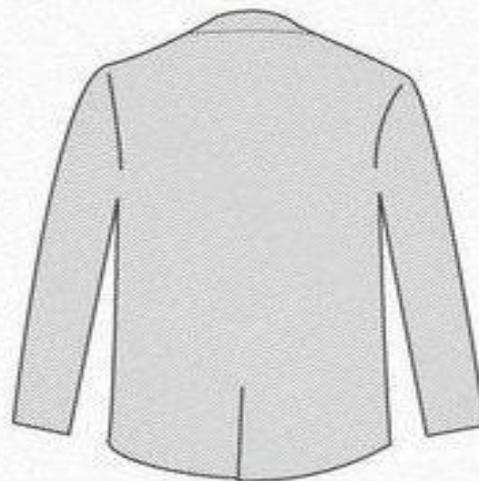
The bottom button should always be left unbuttoned.

A well-fitted vest should be long enough to cover your waist.

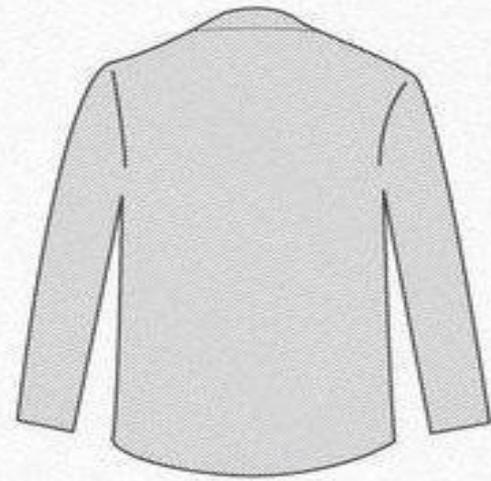
Vents



SIDE

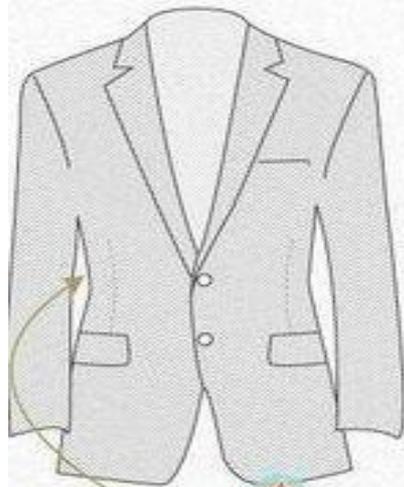


CENTER

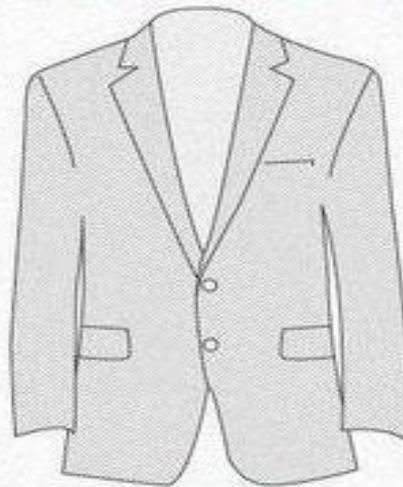


NONE

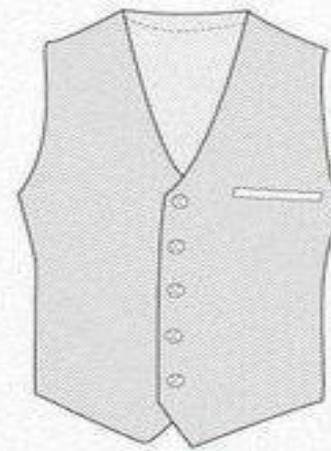
Darts & Vests



DARTS



NO DARTS



VESTS

A vest can have all the features of a suit jacket, various lapels, pockets, and buttons. A 5 button is common. The bottom button should always remain undone.

SUIT PATTERNS



Twill

Fabric weaved into diagonal line

Houndstooth

Series of jagged broken checks

Herringbone

Altered diagonal line making V pattern

Glenurquhart check

Small checks alternating with larger checks

Windowpane check

Fine lines create large, open squares

Pinstripe

Regularly spaced, fine stripes of a lighter color than the fabric

FABRIC BY SEASON



Wool

Spring, Summer, Fall & Winter



Flannel

Winter



Cotton

Spring, Summer & Fall



Linen

Summer

CLOTHES MAKE A MAN, BUT
the perfect suit creates a gentleman

Material



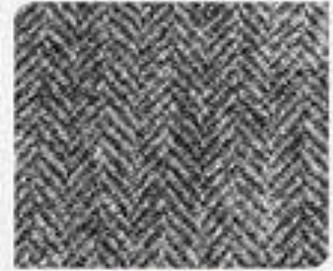
WOOL



COTTON



LINEN



TWEED

Color



GRAY



NAVY



TAN



BLACK

Pattern



PINSTRIPE



CHALKSTRIPE



GLEN PLAID



HERRINGBONE

PATTERNS

Top tip: As a rule, patterned suits should be reserved for informal functions. Pinstripe suits are the exception to this rule.



STRIPES

Pinstripe is a thin line of pin sized dots woven into the fabric, and creates a slimming effect. Chalk stripe is thicker, less formal and less slimming.

HOUNDSTOOTH

A jagged saw blade like pattern, originating from Scotland. Mostly used for blazers rather than full suits.

WINDOWPANE PLAID

Bold and flamboyant. You'll need to be a confident person in casual company to make the most of this design.

HERRINGBONE

Zigzag pattern similar to a herring bone. Often used in thick winter fabrics. For formal wear opt for a small, tightly woven design.

GLENURQUHART PLAID

Named after a Scottish valley and made popular by the royal family. Glen plaid, as it's commonly known, is the most popular of the suit patterns.

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LAPEL TYPES

Anatomy

The jacket is typically the most expensive part of a suit, so when buying one it's important to consider whether or not it will work for its intended occasion. The lapel is key to defining the suit's overall character so pay this special attention.

LAPEL WIDTH

The lapel width is measured at its widest part and is measured perpendicular to the most inner edge of the lapel.

The 3 most general lapel sizes are as follows:

Slim (~2.00-2.75 inches)
Regular (~3.00- 3.50 inches)
Wide (~3.75 - 4.50 inches)

LAPEL ROLL

The lapel roll is the fall and curl from the top at the break of the collar to the first button.

LAPEL TYPES

Lapels can generally be organised into 3 different types:

1. Notch lapels
2. Peak lapels
3. Shawl lapels



LAPEL TYPES

Each type of lapel is generally intended for a different function or occasion, so when buying a new jacket, consider when and how it will be worn, and if it will be suitable for the occasion.

Variations



PEAK LAPEL

Peak lapels, summarised by their edges pointing upwards and towards the shoulders, are traditionally the most formal lapels, originally common in tailcoats and morning coats.

Occasion: Weddings, formal dinners, black tie events or whenever you want to dress up a bit.

Body Type: For those looking to add some height, the points of a peak lapel can create an elongating effect by moving the eyes upwards.



NOTCH LAPEL

Also known as a 'stepped lapel', the notch lapel is defined by a notch where the bottom of the collar meets the top of the lapel, generally at a 75-90 degree angle.

Occasion: Everyday work or business suit, great for interviews as well as socialising.

Body Type: Suitable for all body types, but slim notch lapels generally help to flatter and maintain the proportions of a slimmer frame.



SHAWL LAPEL

Characterised by a single rounded edge, the shawl lapel is most commonly found on dinner jackets and tuxedos, however, some argue they can also be worn for more informal occasions.

Occasion: Weddings, dinners, black tie events and red carpet gales.

Body Type: Perhaps not recommended if you have a round face or body as this will accentuate those features.

The men's guide to WEARING A SUIT

1

FITTING GUIDE

When buying a suit, it is important to check that it fits you properly, both in terms of comfort and style. Below are the crucial areas to check when trying on a suit to ensure it complements your body...



SHOULDER

The shoulder fitment of your jacket is one of the most important things to check. The seam should rest naturally on your shoulder, not pull when you move and should not be too wide.



JACKET COLLAR

The collar of your jacket should fit closely just below the collar of your shirt. It should go across the contour of your back, without being loose, hanging off or standing away.



SLEEVE LENGTH

Your jacket sleeve should be long enough to meet the bumps on your wrist, and your shirt should be a little longer to allow an inch to be visible at the end of the jacket opening.



TROUSER SEAT

The seat of your trousers is how it fits around your behind. They should fit comfortably, without being too big so that they hang or sag, or too small that they pull tight and dig in.



JACKET LENGTH

A suit jacket should cover most of the zip at the front of your trousers and all of your behind. To test the fit, have your arms of your side and curl your fingers up; the jacket bottom should rest in your hands.



TROUSER BREAK

The break of your trousers is where the fold at the bottom meets your shoes. Personal preference may dictate this a little, but your trousers should typically stop a little above half way up your shoe.



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COLOURS

Top tip: If you only buy one suit, make it charcoal. It's suitable for all seasons and occasions.



NAVY

Traditional, elegant and a boardroom stalwart. The colour complements a wide array of tie and shirt combinations, for formality or flair.

GREY

Charcoal is very versatile. Lighter shades are more compatible with suit patterns and warmer weather.

BLACK

Ideal for formal occasions and funerals. A black suit will flatter darker complexions and hair colours.

BROWN

Considered by many a more casual suit colour. Lighter shades e.g. khaki and tan particularly suited to summer months.

SUIT JACKETS

LAPELS

Top tip: Always relate your tie width to your lapel width. If you only wear narrow ties, get a suit with narrow lapels.



NOTCH

If you're only going to own one suit jacket, make sure it has a medium width notch lapel. Timeless and suitable for all occasions.



PEAK

Usually found on double breasted or more formal jackets e.g tailcoat or morning coat. Gives the appearance of broad shoulders and taller torso.



SHAWL

Defined by a round edge and continuous curve, this dapper lapel is commonly found on tuxedos and smoking jackets.

VENTS

Top tip: New suits often have stitching on the vents and a label on the left sleeve. Always remove before wearing.

NO VENT



Very fitted Italian style. Looks great standing up, but if you sit or put your hands in your pockets, it crumples. Slimming, sophisticated and continental.

SINGLE VENT



American style centre vent is the most common. Less formal than the double vent, it offers good movement and posterior coverage. Classic, comfortable and popular.

DOUBLE VENT



English style side vents. Covers your behind well, adds shape and reduces creasing when hands in pockets or sitting down. Usually only on high-end and tailored suits. Formal, stylish and distinguished.

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BUTTONS

Top tip: Always fasten at least one button when standing, never fasten bottom button. Only unfasten buttons when seated.

ONE BUTTON



Bold, modern and preferred by the young, as it exposes more body. Simply fasten when standing and unfasten when seated. Bottom button rule does not apply.

TWO BUTTON



Fewer buttons allows for longer lapels, elongating the body for a slimming effect. Never fasten bottom button.

THREE BUTTON



Ideal for the taller gent. Lapels are shorter and elongating effect is reduced. Fastening rules: top button optional, centre button always, bottom button never.

DOUBLE BREASTED



Fasten all buttons except bottom. Buttons should remain fastened whilst seated. Only unfasten when removing jacket.

The “*Sometimes, Always, Never*” 3-Button Rule

The Art of
MANLINESS
— — — — —



Top Button:
Sometimes



Middle Button:
Always



Bottom Button:
NEVER

Primer's VISUAL GUIDE TO UNDERSTANDING COMMON SUIT FEATURES AND OUR PICKS FOR YOUR NEXT

THIS POST MADE POSSIBLE BY
7 REGENT LANE
www.7regentlane.com
FIT IN, STAND OUT.

BY ANDREW SNAVELY
with expertise from PRIMER'S GRANT HARRIS and MFA'S NICK TAVERNA



With many of these options there is no right or wrong choice. I've marked a few that are better for a guy's first suit or two based on versatility and style.

Buttons



1 BUTTON



2 BUTTON



3 BUTTON



DOUBLE BREASTED
(6X2)

Not all 2 button jackets are the same.

One of the benefits of a 2 button jacket is the flattering deep 'v' the longer lapels create. However, some 2 button jackets, especially at more budget friendly retailers, have a higher button stance which results in a similar look as a 3 button.



LOW BUTTON STANCE



HIGH BUTTON STANCE

CHEAT SHEET: TIES & POCKET SQUARES

FOR THE OFFICE

FOR A WEDDING

FOR A FIRST DATE

— INTERVIEW —



Pair a crisp white shirt with a stripe tie and pocket square combo, just make sure the colors are complementary, not matching.



Wearing a tonal shirt and tie with a contrasting pocket square is an easy way to show more personality.



Feel like you've got this on lock? Pair two bold colors together, just keep the tie darker and the pocket square neutral to ground things.

— WORK TRIP (WITH THE BOSS) —



A well-placed tie clip and a classic pocket square (with a subtle pattern) show you're ready for bigger things.



To really get noticed, bring in some color...



...Or patterns. Just make sure one piece stays solid (whether it's your shirt, tie or pocket square) to balance it all out.

— POWER LUNCH —



Add an irreverent patterned pocket square to an otherwise classic setup to show you're not all business.



Inspire the troops by choosing a statement-making tie.



Or lose the tie altogether. (You are the boss, after all.)

— FORMAL WEDDING —



You certainly can't go wrong with a classic bow tie, linen pocket square and tuxedo shirt combo.



For a more modern approach, swap in a white dress shirt and a black silk tie.



Want to make a cheeky comment on the dress code without getting banished by the bride? Try a white bow tie.

— DAYTIME WEDDING —



A knit tie is a more casual alternative to a silk one (plus, it looks great with a linen pocket square tipped with a complementary color).



Feel free to mix patterns with your pairing as long as they're of different types and scales but a similar tone.



For a laid-back look with bit of whimsy, pair a floral pocket square with a playful tie clip set against the backdrop of a rugged chambray shirt.

POCKETS

Top tip: Don't fill pockets with bulky items. This will create unsightly bulges and creases. In the long term, you'll ruin your pockets.

WELT



A single raised fabric strip beneath the pocket opening is common on chest pockets.

PATCH



Normally found on blazers and sports jackets, this pocket is created by stitching a 'patch' onto the jacket exterior.

BESOM OR JETTED



Thin welt (or jet) on either side of pocket opening, often used on chest pockets. Jetted waist pockets are usually only found on evening wear.

FLAP



Used only on waist pockets, the flap is intended to keep pocket content dry. The flap is usually left out, but was traditionally tucked in.

TICKET



Additional pocket just above the right waist pocket, for storing small items such as a train ticket.

HACKING



Similar to flap pockets, but slanted. Originally designed to make pockets more accessible while horse riding.

HOW TO COMBINE JACKETS AND TROUSERS



-THE 4 BASIC SHOES-

that add a classy personality to any casual look.

by

J. L. Rocha
Handmade in Mexico



Type of shoe:

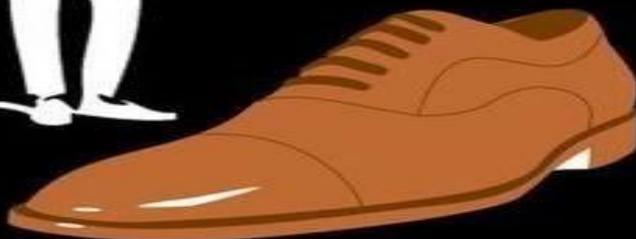
Double Monk Strap

When to wear it:

In a relaxed working environment, in a casual soiree.

Wear it with:

Relaxed suits, rather than a full formal attire.



Type of shoe:

Oxford shoe

When to wear it:

In work, cocktail parties, or dates.

Wear it with:

Formal suits, jeans (for a dressed-up-casual look).



Type of shoe:

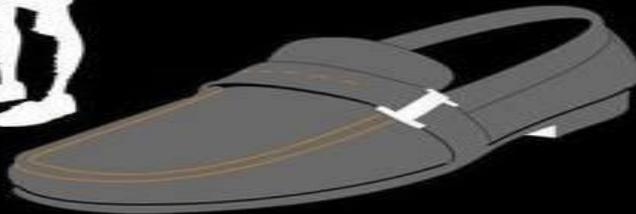
Chelsea boots

When to wear it:

Work or any casual affair.

Wear it with:

Jeans, corduroy, mole skin, twill, or other casual trousers.



Type of shoe:

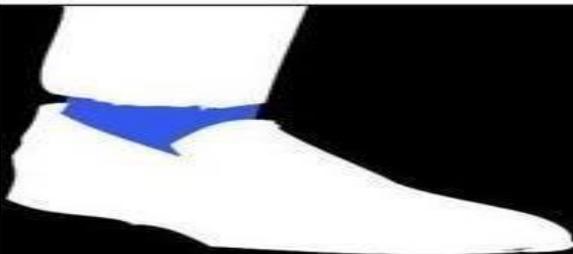
Soft Loafers

When to wear it:

On picnics, relaxed soirees, or at golf games.

Wear it with:

Classy fitting pants, khaki, or shorts.



In order to amp your trendy-casual look a bit more, while wearing your Oxford or Double Monk shoes, try some bold, colorful socks.



KHAKI



BROWN



LIGHT BROWN



OLIVE GREEN



A VISUAL GUIDE TO MATCHING SUITS AND SHOES



BLACK



CHARCOAL



NAVY



GREY



SHOE COMBINATIONS

Aside from protecting your feet and keeping you comfortable, a good pair of shoes should complement your suit and bring your outfit together, ensuring people's eyes always remain on you and not your feet.

Matching Shoe Colours



Shoe Types



OXFORD SHOES

Oxfords are smart, everyday leather shoes with a relatively low instep and closed lacing. Modern Oxfords may be made from suede or synthetic materials. Oxfords are usually plain in design.



DERBY SHOES

Derby shoes are similar in purpose and design to the Oxford but instead sport visible lacing tabs. This makes them appear more casual and, as a result, they are suitable for less formal occasions.



LOAFERS

Loafers can either be dressy or worn as a sport shoe. Traditionally made from leather, loafers are slip-on shoes that resemble a moccasin on top, distinguished by the lack of laces or buckles.



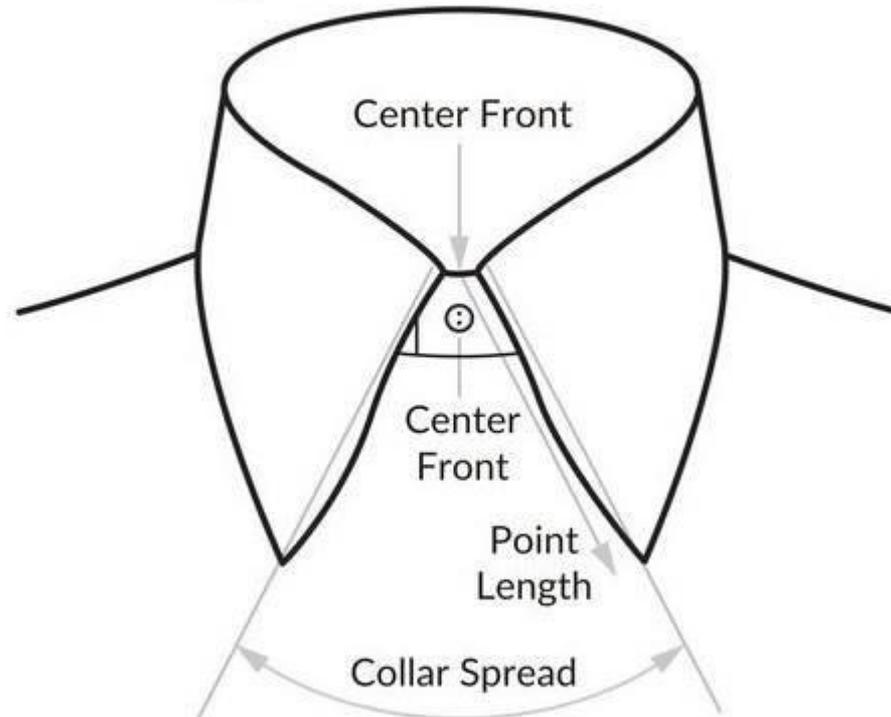
MONK STRAPS

Monk straps are a versatile dress shoe that are similar to loafers in that they don't have laces. Monk strap shoes have a metallic buckle and a leather strap on the upper portion of the shoe.

Men's Guide To Shirt Collars

Presented By: Real Men Real Style

Diagram of a Collar



- Making the point length longer or shorter will change the collar style.
- Moving the spread lines away or toward the center will change the collar spread.

COLLARS & CUFFS

COLLARS

Honestly, a lot of these look a lot alike. I'll give you the important ones.



CLASSIC



SEMI SPREAD



SPREAD



BUTTON DOWN



EYELET



WING



MANDARIN



SMALL WINGS



BAND



STANDING

old-fashioned -
use with care

CUFFS

Mix and match!



SQUARE



ROUND



ANGLE CUT



2-BUTTON



3-BUTTON



FRENCH

also in
Round
and
Angle
Cut!

cuff-
link.
not
button

LAPELS



PEAK



NOTCH



SHAWL

seen
mainly
on
tuxes

Moving on to bigger and better things...



SPREAD



CLASSIC



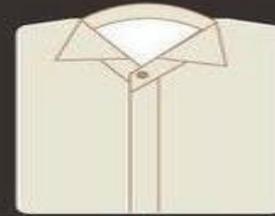
BUTTON DOWN



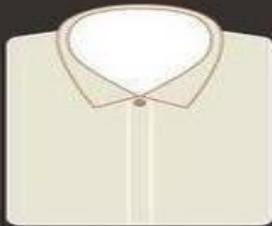
MANDARIN



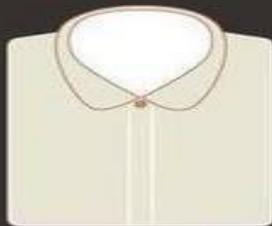
PINNED



WING TIP



TAB



CLUB



CONTRAST

WHAT TO WEAR WITH A NAVY BLUE SUIT

SHIRT



White



Light Blue



Pink

POCKET SQUARE



*Blue/White
Checkered*



*Striped
Blue*



Light Pink

SHOES



Brown Shoes



Burgundy Shoes



TIE



*Medium
Blue Solid*



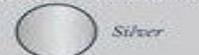
*Medium Blue
Checkered*



*Blue
Polka-dot*



*Red Diagonal
Pattern*



Silver

ACCESSORIES



*Brown
Watch*



*Burgundy
Watch*

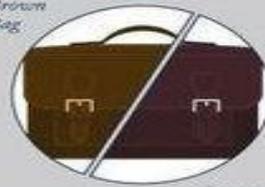


Brown Belt



Burgundy Belt

*Brown
Bag*



*Burgundy
Bag*

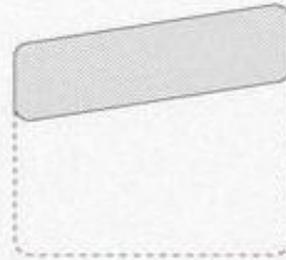
Pockets



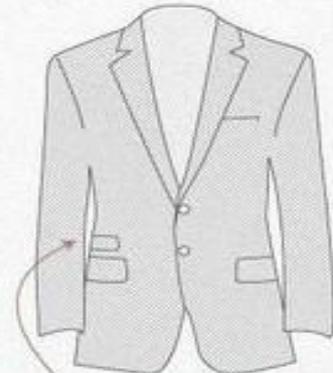
FLAP



PATCH

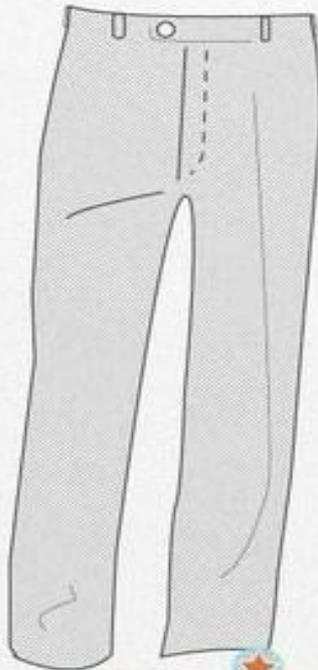


HACKING (SLANTED)

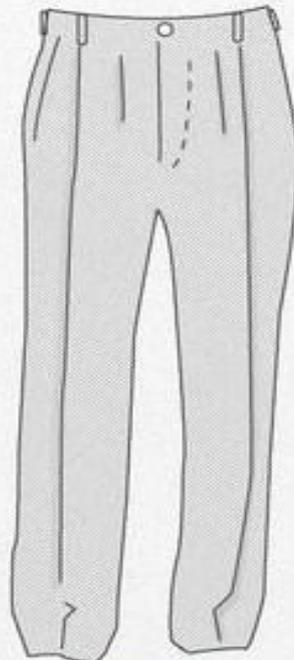


TICKET POCKET

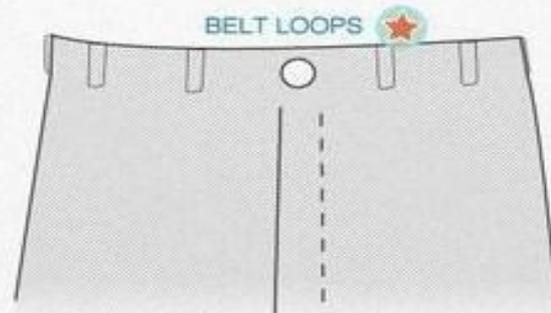
Pants



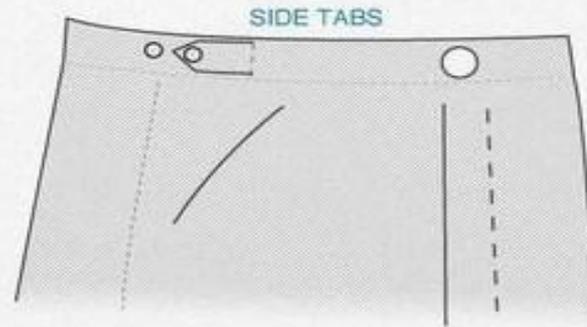
FLAT FRONT



PLEATS

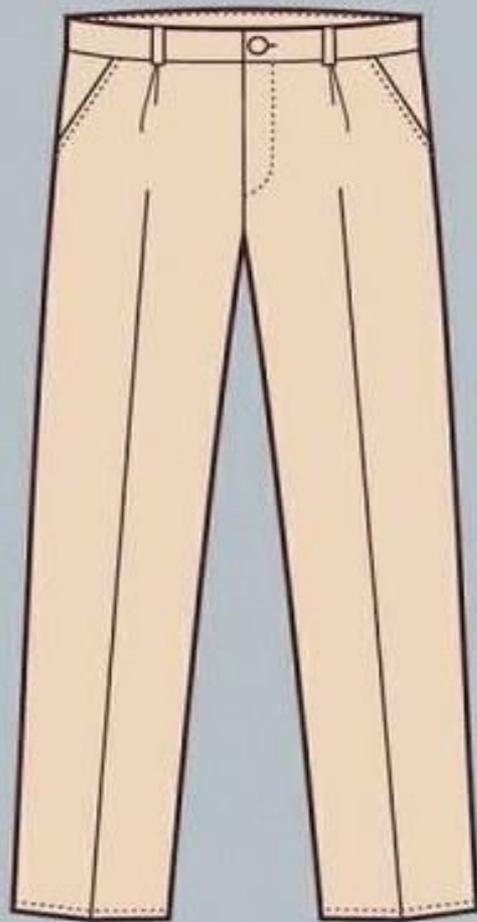


BELT LOOPS



SIDE TABS

Your TROUSERS



Suit trousers are the base of your look. They should sit at the top of your hip bones, just below your navel. The aim is to have some drape, without the look of having large or loose trousers.

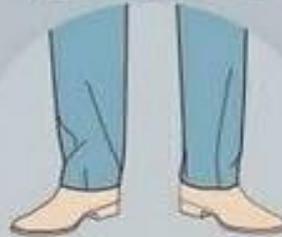
Full Break



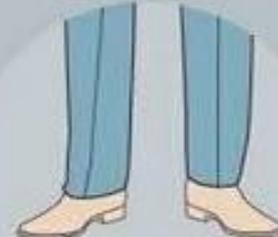
Half Break



Quarter Break



No Break



Your SHIRT

Always buy a fitted dress shirt - even if you are not male-model skinny. Drowning in material is not a look you want to go for.

Knowing your neck size and arm length is the key to a well-fitting dress shirt.

Tie Length

The tip of your tie should always meet your belt line.

TIE LENGTH *The Beltline*



Tie Bars

Tie bars are made to be worn between the 3rd and 4th buttonhole of your shirt.

TIE BARS *3rd & 4th Hole*



The four-in-hand is the only tie knot you need to know. Add a dimple for that perfect finishing touch.

STEP *One*



STEP *Two*



STEP *Three*



STEP *Four*



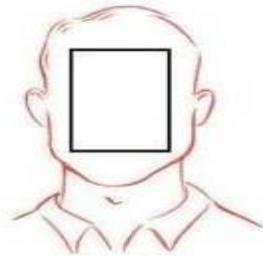
STEP *Five*



Esquire

GUIDE TO FRAMES

IF YOUR FACE IS

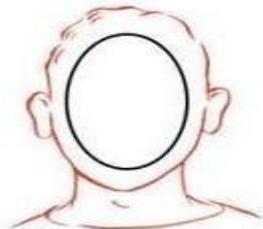


OBLONG

GET



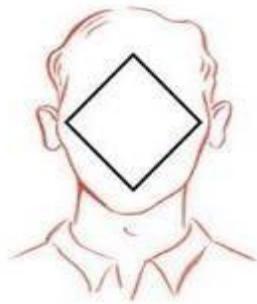
Saint Laurent Classic 51
Big, tall lenses offset
the length of your face.



OVAL



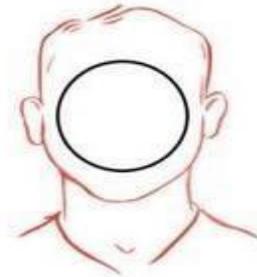
Retrosuperfuture Flat Top
Congratulations! You can
wear it all, so be bold. This
pair, with a flat browline,
stands out.



DIAMOND



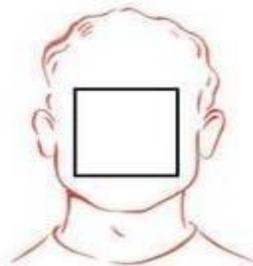
Persol Suprema Folding
A pair of glasses with a strong brow line will hold its own against your cheekbones.



ROUND



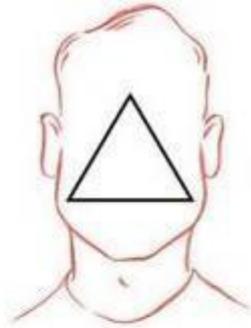
Thom Browne Square Aviators
Rectangular frames provide immediate structure and polish to round features.



SQUARE



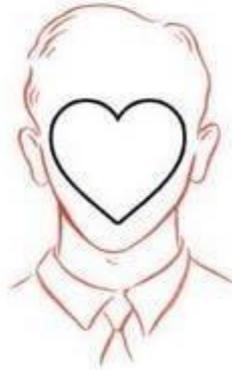
Our Legacy Void
Softens an angular face with round lenses.



TRIANGLE



Barton Perreira Coxson
Try the eyewear mullet: a pair with detail on top and a lean base draws focus from a strong jaw.



HEART



**Paul Smith
Surrey Aviators**
To contour your cheeks and chin, choose a pair that's wider on top than the bottom.

THE AMERICAN CUT



SHOULDERS
moderate padding

LAPELS
notch or peak

WAIST
only slight taper

POCKETS
flap or slash

VENTS
single



If the English Cut is traditional and the Italian Cut is daring, the American Cut - or the "sack suit" - is the happy medium. Its roomy waist and overall boxy look make it more casual, but the choice for comfort.

PROS:

comfortable, good for wide middles

CONS:

less stylish

THE ITALIAN CUT



SHOULDERS

very padded

LAPELS

wide, notch

WAIST

tapered, thin

POCKETS

no flap ("slash")

VENTS

none



The Italian Cut, or European Cut, plays on the smaller waist of the average European man to create a dramatic inverted triangle. This lends itself to both an image of power and the impression that you know fashion.

PROS:

stylish, authoritative, fits many shapes

CONS:

less mobility due to lack of vents

THE ENGLISH CUT



SHOULDERS

little/no padding

LAPELS

thin, notch or peak

WAIST

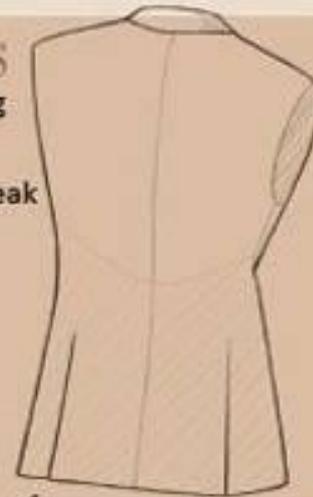
tapered sides

POCKETS

flap

VENTS

dual



The English (or British) Cut's dual vents come from the days of horseback riding, when they made the jacket sit better at the waist. But that was then. Now it's used to make you taller, thinner and younger.

PROS:

slimming and lengthening

CONS:

hard to fit perfectly - MUST be tailored

PERFECTLY SUITED



or



Casual Cocktail Attire

- suit jacket
- shirt
- with or without tie
- dress pants

or

- tuxedo jacket
- light-colored shirt
- no tie



Formal Cocktail Attire

- suit jacket
- shirt
- tie unless requested otherwise
- waistcoat
- trousers



Daytime Event

- blazer optional
- shirt
- tie optional
- dress pants



Semi Formal Attire

- dark grey, charcoal, or navy blue suit jacket
- shirt
- tie optional
- trousers



Formal Attire

- tuxedo Jacket
- shirt
- tie or bow tie
- waist coat
- trousers

BODY SHAPES

Top tip: Choose a suit that complements your body shape. Be honest, and your suit will always show you at your best.



SHORT

If you only buy one suit, make it a dark pinstripe suit. Vertical thin stripes and dark tones will give an elongated appearance. A jacket with one or two buttons, peak lapels and double vents will also help you appear taller.



MUSCULAR

Choose a jacket with minimally padded shoulders, large peak lapels and a slightly longer length. This balances proportions between a wide upper body and a narrow waist. Trousers should be pleated and cuffed.



TALL

Choose heavy fabrics such as wool to add volume and weight. Light colours and check patterns make tall, thin men appear more substantial. Avoid dark colours or pinstripes, as they are slimming.



LARGE

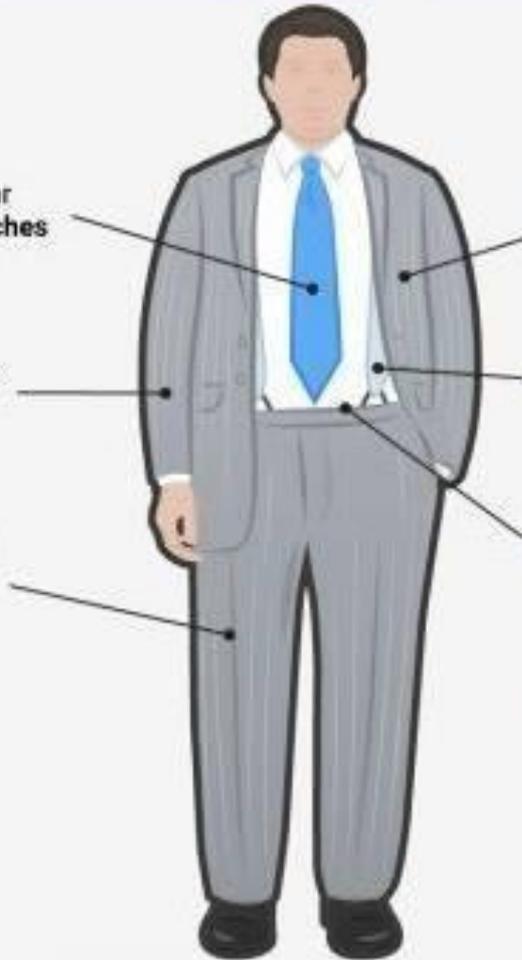
Vertical lines and dark tones create the illusion of a tall and slim silhouette. A single vent, two button jacket and lightweight materials will also streamline your silhouette.

BIGGER GUYS

✓ Slim ties will disappear on you – stick to **3 inches and wider**.

✓ Lighter weight fabrics can make you appear **less bulky**.

✓ **Fit is key** – any extra fabric will just make you appear larger.



✓ Vests or **vertical stripes** can help you appear taller.

✓ Skip the belt – **go for suspenders** instead.

✓ **Never** go untucked.

✗ Avoid **unnecessary patterns**.

TALL GUYS

✓ Stick to **two buttons** – a three button suit is overkill.

✓ Keep the cuff showing of your shirt to a **minimum**.

✓ Go for a **decent amount of break** in the pant leg.



✓ A **lower button stance** can help make your torso appear shorter.

✓ **Always wear a belt.**

✓ Make sure your pants and sleeves are **long enough** – any shortness will accentuate your appendages.

✗ Avoid **vertical stripes**.

THE BEST SUIT FOR EVERY BODY TYPE

SHORT GUYS

✓ For patterns, **go for vertical**. Avoid anything horizontal.

✓ If your torso is short, don't be afraid to buy **short length suits**.

✓ A **smaller pant break** can help make your look a bit taller.



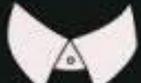
✓ Peak lapels can make your **shoulders appear broader**.

✓ For the sleeves, a bit **extra shirt cuff** peeking out can make your arms appear longer.

✗ Skip the belt — it will just **emphasize the shortness** of either your torso or legs.

MATCHING COLLAR STYLES TO TIES

COLLAR STYLES



Classic



Semi Spread



Spread

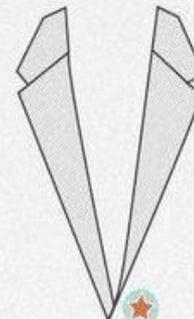


Button Down

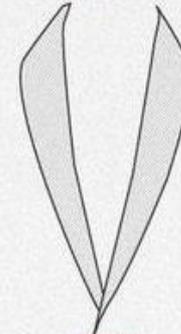
TIE STYLES



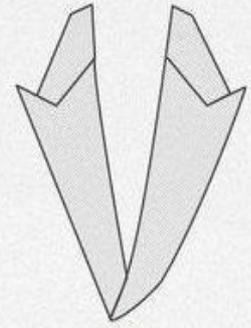
Lapels



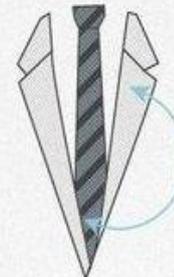
NOTCH



SHAWL



PEAK



The width of your tie should relate to the width of your lapel.

Keep your tie width preferences in mind when buying a new suit. Even if you get a great deal, a suit with wide lapels when you're a narrow tie guy won't work.

Jackthreads

FOOLPROOF

SPRING COLOR COMBINATIONS



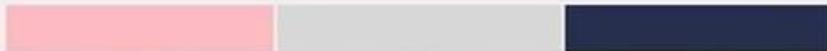
GREY



NAVY



BROWN



PINK



STONE



NAVY



WHITE



BLUE



BLACK

Matching Your Watch By Dress Code

Presented By: Real Men Real Style



Dress



Diver



Chrono



Pilot



Field

Black/White Tie



Business Formal



Business Casual



Casual Wear



Sport Wear

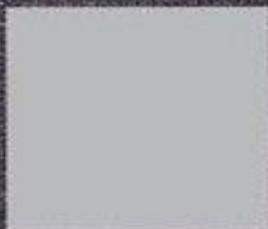


Black/White Tie	✓	✗	✗	✗	✗
Business Formal	✓	✓	✗	✗	✗
Business Casual	✓	✓	✓	✓	✓
Casual Wear	✓	✓	✓	✓	✓
Sport Wear	✗	✓	✓	✓	✓

THE SQUARE FOLD

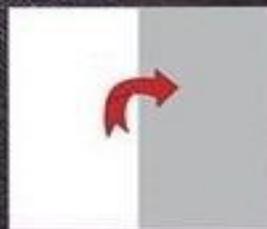


1



Lay the pocket square flat.

2



Fold in half.

3



Fold from the bottom to top.

Tuck in your jacket pocket for a refined look.

How to Fold a Pocket Square

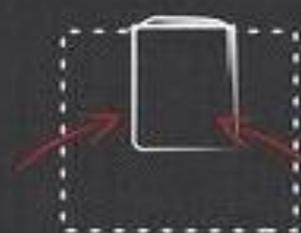
The Straight Fold



Fold pocket square in half lengthwise.

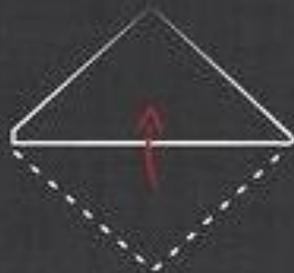


Fold the bottom towards the top but not all the way.



If necessary, fold the fabric lengthwise once more so it fits your pocket.

The One Corner Fold



Lay pocket square flat in a diamond shape. Bring the bottom point to the top to create a triangle.



Bring the left corner towards the right corner but not completely. Bring the right corner to the fold that was created on the left side.



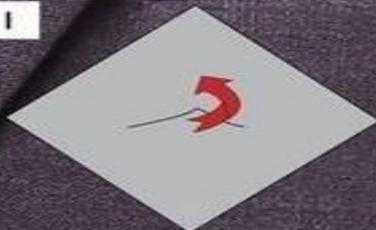
Fold the bottom towards the top but not all the way.



THE THROW



1



Lay the pocket square flat.

2



Pinch the centre point and lift up.

3



Hold pocket square at the top, pull down and gather together with other hand.

4



Roll the top over to meet the bottom points to form the "puff" in the centre.

Tuck in your jacket pocket for a laid-back chic look.

Cufflink Materials

Presented By: Real Men Real Style

Gold



- elegant and valuable
- king of metals, most noble and richest
- bright, dense, soft, malleable and ductile
- for formal events

Platinum



- elegant and valuable
- a rare and precious metal
- strong, resistant to corrosion and chemicals
- for formal events

Titanium



- lightweight and grayish
- made of titanium alloy
- strong, durable, and resistant to corrosion
- for all occasions

Carbon Fiber



- versatile and looks sleek
- thin fibers of carbon atoms
- super strong, lightweight, lasts a lifetime
- for all occasions

Crystal



- attractive
- has natural sparkle
- wide range of colors
- for formal events

Enamel



- colorful
- fused powdered glass
- smooth and durable
- for all occasions

Glass



- elegant
- amorphous and transparent
- popular and lasts a lifetime
- for all occasions

Gun Metal



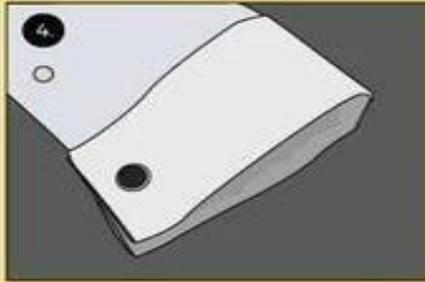
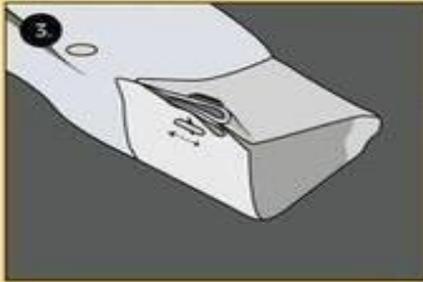
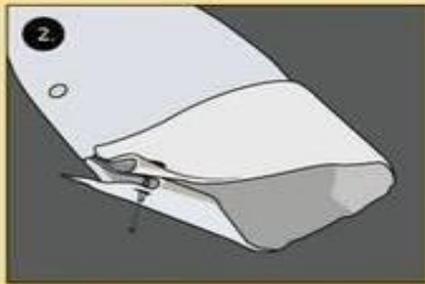
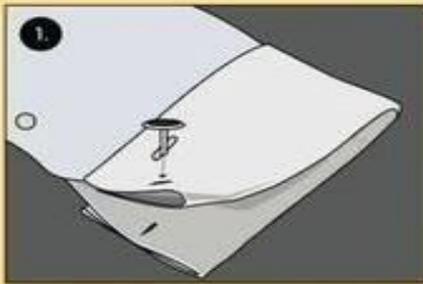
- dark colored metal
- copper, zinc, and tin alloy
- durable
- for all occasions

Mother of Pearl



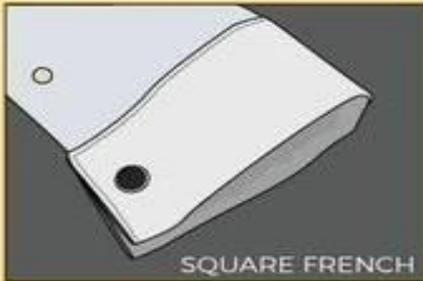
- organic and valuable
- material found in shells
- strong, resilient, and iridescent
- for formal events

HOW TO USE CUFFLINKS



1. FOLD BACK FRENCH CUFFS AND MAKE SURE THE HOLES ARE LINED UP FOR INSERTING CUFFLINKS.
2. INSERT CUFFLINKS STRAIGHT DOWN THROUGH THE HOLES IN THE CUFF. (FRENCH CUFFS WOULD BE 4 HOLES)
3. SECURE CUFFLINKS THROUGH THE CUFF. DEPENDING ON THE STYLE OF CUFFLINK, SECURING WILL VARY. (BULLET BACK CUFFLINKS SHOWN IN THIS DIAGRAM)
4. WEAR WITH STYLE

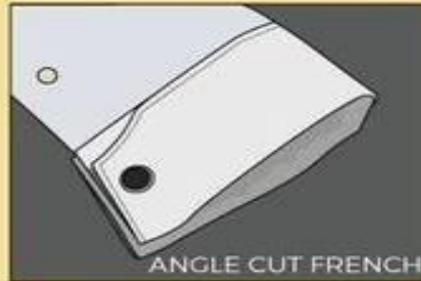
CUFFS FOR CUFFLINKS



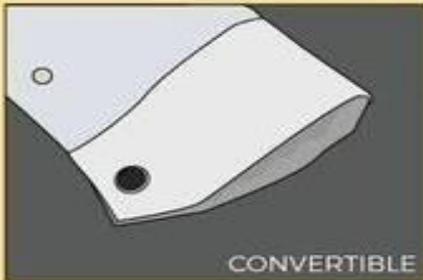
SQUARE FRENCH



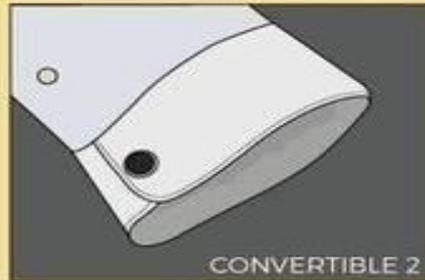
ROUNDED FRENCH



ANGLE CUT FRENCH



CONVERTIBLE



CONVERTIBLE 2

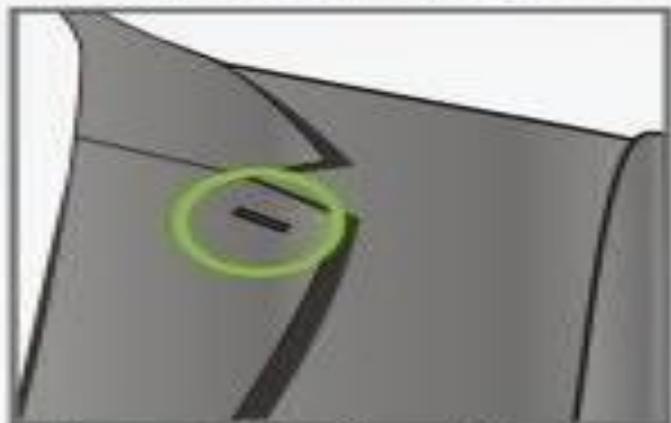


ANGLE CUT

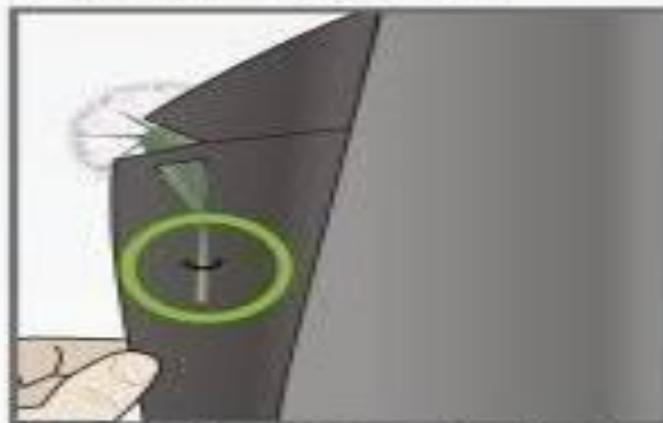
How To Wear Boutonniere

Presented By: Real Men Real Style

Anatomy Of A Boutonniere



Lapel Button-Hole



Boutonniere Latch

How To Wear A Boutonniere



Correct



Wrong

Bouttonniere Flowers



Carnation



Rose



Gardenia



Lily of the Valley



Sweet William



Orchids



Hyacinths



Daisies



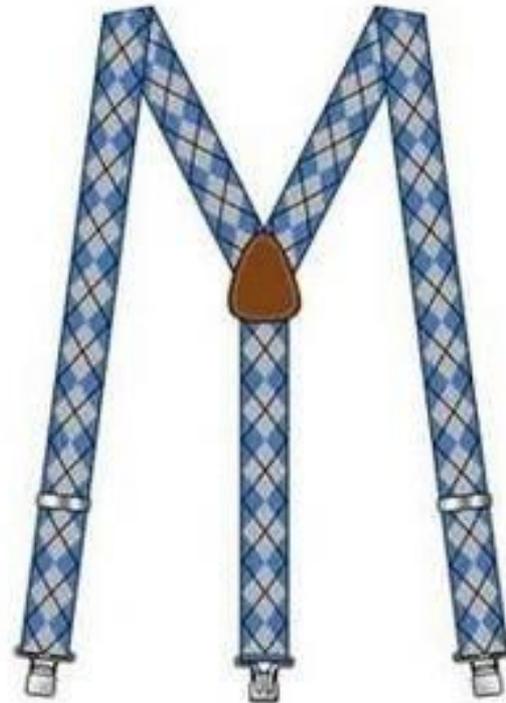
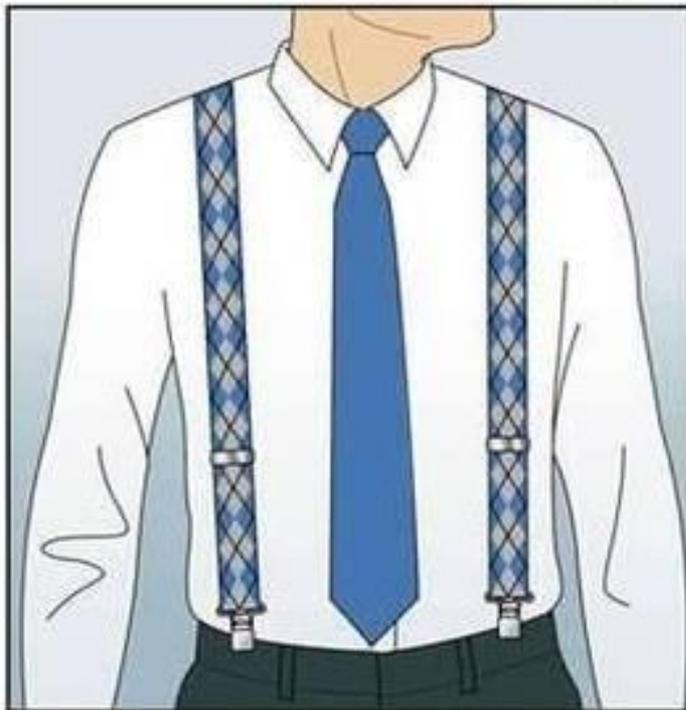
Lilacs

A Man's Guide To Suspenders

Presented By: Real Men Real Style

TYPES OF SUSPENDERS

Dress Clip Suspenders



SUSPENDER STYLES

Solid Color



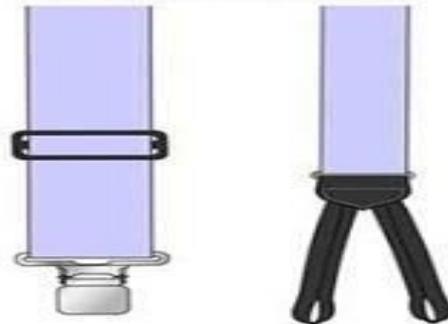
Patterned



Novelty



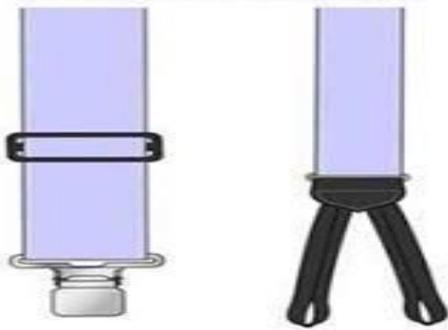
Textured Material



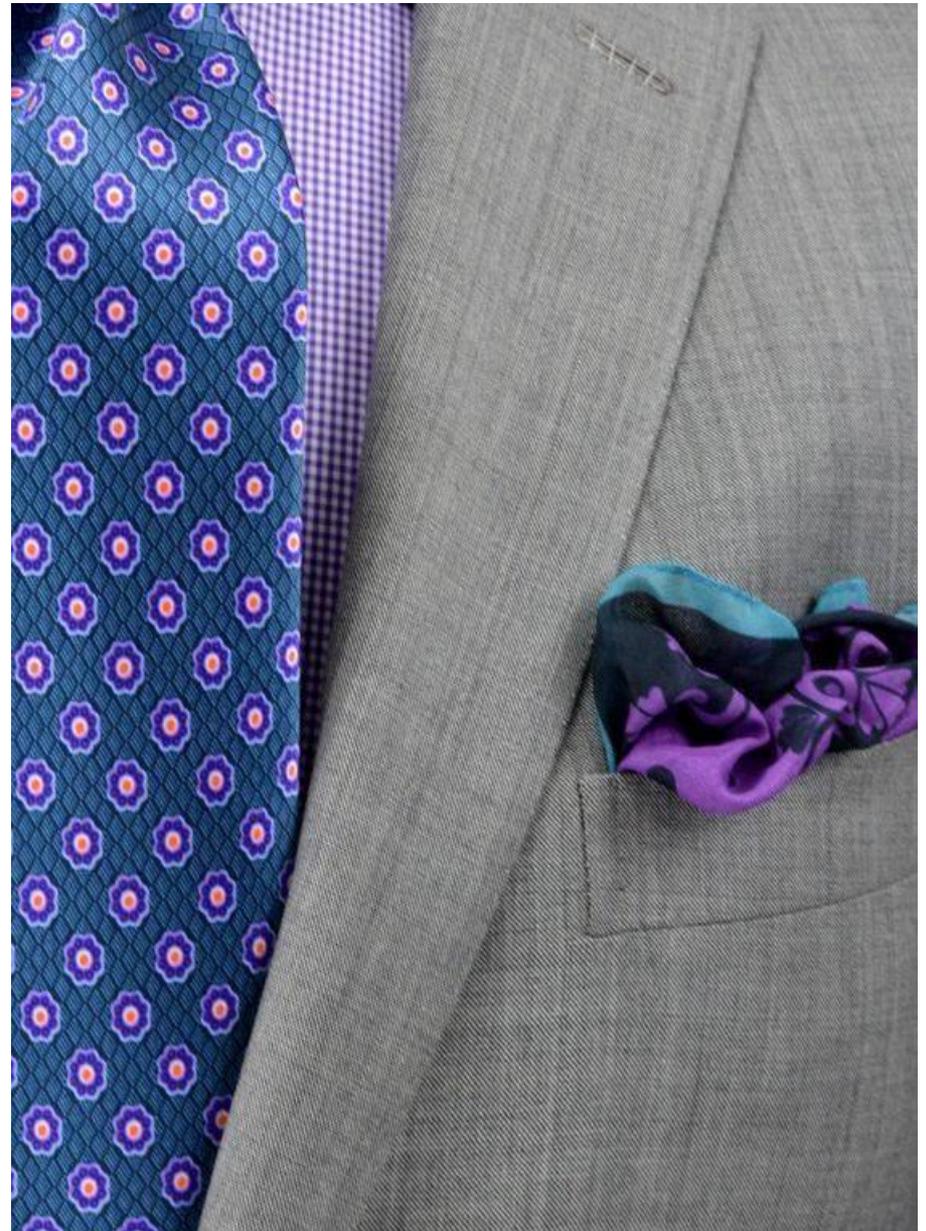
Leather

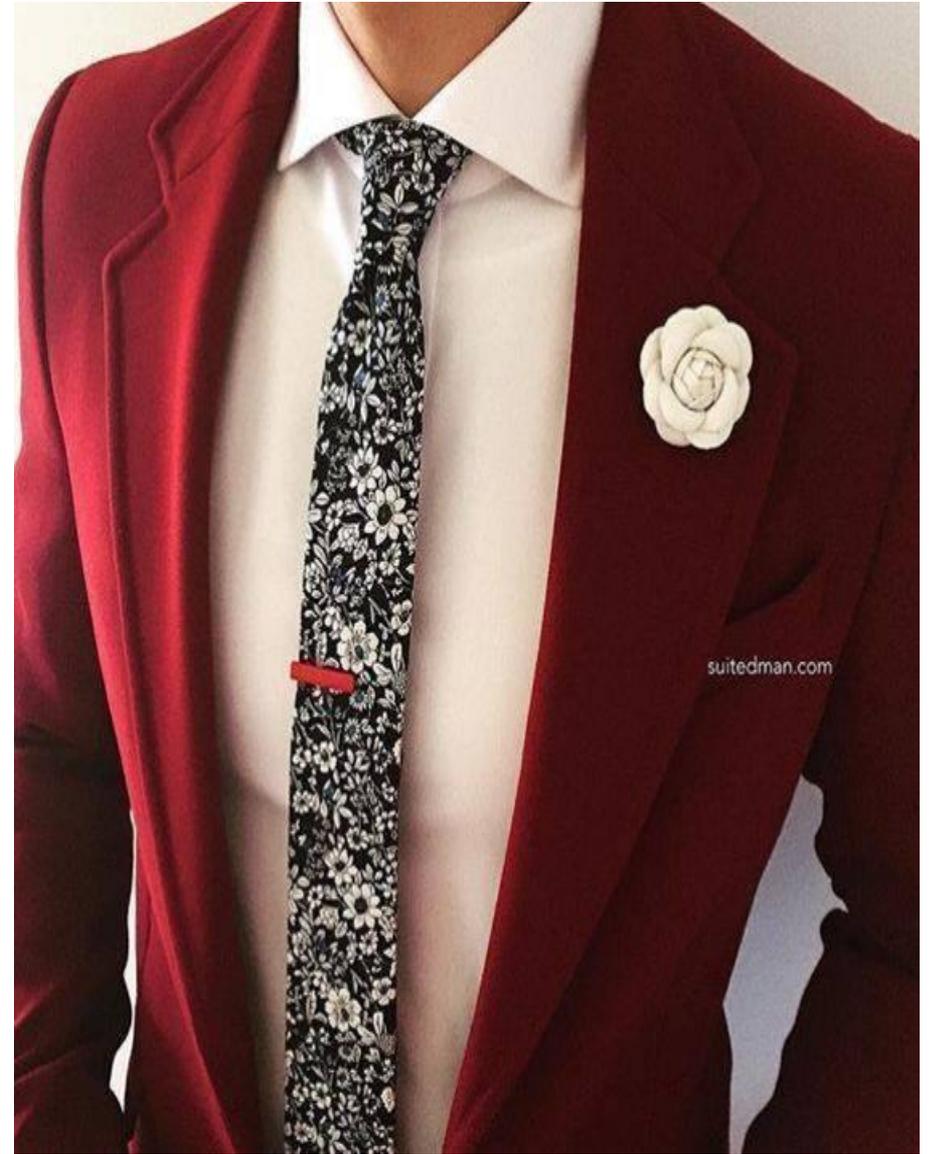


Exotic Animal Skin















pinned by
Lori Ann











