

THE MAN WITH STYLE

STARTER GUIDE



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WHAT'S INSIDE | THE MAN WITH STYLE

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*Guiding men and their clothes,
one lost soul and closet at a time.*



1 | SUMMARY

Most men rarely think about clothing for many reasons. Food, shelter, beer, and sports are the bare male essentials. Truthfully, (most of the male population) probably strongly dislikes shopping. More than likely, your mom and your possible significant other will buy your clothes for you. Simply put, it is not hardwired in most men's D.N.A. to think about trivial things like clothes. Our minds are too consumed with our careers, the latest sports event, or a particular woman that we cannot quit thinking about.

While pondering on these topics provides mental and emotional peace (unless work sucks, your favorite team just got blown out, or you find that the woman you're thinking of isn't thinking about you), some of the quirkiest pitfalls amongst men derive from our lack of attention to the devil in the (fashionable or gory) details. The gory details? Here are the notable few...

Wrinkled clothing. Wearing mismatched colors. The infamous "sniff test" followed by a drenching of body spray as a masking agent. Please don't act like you haven't done this in your life. We all have, and lying won't get you far, my friend.

Jokes aside, whether you consider yourself a fashionisto, trendsetter, or a guy happy that his clothes fit, this starter guide will be your cure-all for all things clothing-related. As we ramp up, I'd like you to please take note of some features, tips, and teachings geared toward the most casual of situations or the company black-tie event your boss is making you attend. For what it's worth, you will be sure to find something to help you look and feel better.

INTERVIEWS

Do's:

One general rule here: *less is more*. When dressing for interviews, consider what kind of work you will be doing and where you will be working, and when in doubt, visit the actual location of the job before your interview to see what the guys are wearing that are already working there.

This way, you can ensure that you dress one step above them. This is not an opportunity to blend in with your dress; it's a chance to **stand out**. Keep everything dark with a white shirt and solid-color ties, and try your best not to wear a suit off the rack. Take pride in spending a few extra bucks to ensure your suit is correctly tailored. A man that takes pride in his appearance also takes pride in his work. *See a list of examples I have provided below:*

Corporate Interviews:

Blue Suit (Dark Blue or Navy)

- White Oxford/French Cut Shirt
- Red or Blue Tie (No Bow-Ties)
- Brown Shoes & Belt
- Gold Watch or Watch with Brown Leather Band
- Socks - must match your shoes or your tie

Gray Suits

- White Oxford/French Cut Shirt
- Black or Dark Blue Tie (No Bow-Ties)
- Black Shoes & Belt
- Silver Watch or Watch with Black Leather Band
- Socks - must match your shoes or your tie

Light Brown/Tan Suits

- White Oxford Shirt/French Cut Shirt
- Brown or Burgundy Tie
- Brown Shoes & Belt
- Gold Watch and Watch with Brown Leather Band
- Socks - must match your shoes or your tie

Note: Watches are essential because they non-verbally communicate that you pay attention to the importance of time and managing time in the business world, a highly sought-after commodity.



2 | OCCASIONS

Don'ts:

Two cultural reference points to demonstrate how not to dress for an interview can be found in the movies "Step Brothers" and "Dumb and Dumber."

In the movie "Step Brothers," you'll see everything necessary regarding the message you might send to prospective employers by over-dressing. But ensure you keep your threads manageable with formal wear. After all, no one will take a guy who wears a tuxedo seriously to a job interview requiring them to clean toilets! You're on your interview to show your expertise and competence (like increasing organizational profits/value), not to show that you can dress up nicely for a charity benefit to save endangered animals.

Speaking of endangered animals, remember when Harry and Lloyd in Dumb and Dumber dressed up in powder blue and orange suits with matching accessories? Yeah, never do that for an interview. Ever! How would you expect someone to take you seriously when you resemble a tropical skittle? Your prospective employer is not trying to evaluate whether or not you have the education, experience, or skills to taste the rainbow. Examples of inappropriate dress are below:

- Avoid trying to look like you're going to an urban prom with the colors you wear. Keep your suits dark and ties light-colored.
- When you look in the mirror, change if you think someone could mistake you for someone who manages employees who solicit men on the Vegas strip.
- Be modest and eliminate the accessories, please. You do not need a fedora, top hat, or cane with your attire. Especially one that matches everything.
- Remove jewelry outside a wedding band or watch with no blinged-out chains or earrings. An interview and a rap video are two different things.
- Make sure your suit and shirts fit. There's nothing worse than seeing a guy dressed up in his little brother's clothes or the guy who wears a suit SO big that he resembles Buddy Love after Professor Klump lost weight.

DATE NIGHT

The most straightforward situation that a man has control over regarding dress is the date attire. This is because the societal expectation is that we should be in the driver's seat (figuratively and literally) when planning and setting the date's tone. More often than not, we are charged with taking women out on exciting dates and preparing the meet flawlessly. Every woman enjoys being taken out (even the "independent ones"), and they do not want to worry about anything. It'll be music to your partner's ears to hear, "I'm taking you out on Saturday. Don't worry about where we're going or what I've got planned; I have it taken care of already."

Now, if your experience with women has been anything like mine, the first thing a woman will probably ask is, "What should I wear?" Knowing that this will be the first question she'll ask you, the prepared man will already have his clothes planned for what date and/or activity in store. I'm not speaking about the exact shirt, pants, or shoes you are preparing to wear; I'm talking about the style or look you're utilizing. Much like an interview, your date night clothes should reflect the place(s) you will be going for your date and what you will be doing while out.

For example, if you're going on a hike or indoor rock climbing, you probably wear boots/sneakers and athletic gear since you're doing physical activity. If you're going to a restaurant (depending on the accommodations), your dress should complement the restaurant's environment.



2 | OCCASIONS

Here is a helpful play-by-play list as a clarifier:

- If your date asks what to wear, respond with what you're wearing and communicate suggestions on what they should wear as well
- If you are still determining which threads to wear, go to the general location you have set up and see what the locals are wearing. No one wants to be way over or under dressed on a date
- As we get closer, find the specific location you're going for your date and have a dress code outlined. This way, you can plan what to wear to ensure that both parties are compliant.
- In specific cases, consider whom you may meet when you connect with your date. You don't want your dress to be subject to judgment if you happen to pick them up and meet their family in the process.
- Be yourself! Your dress should reflect who you are. To be comfortable on your date, you must feel good in your skin, so don't wear uncomfortable clothes! It'll make you feel weird, making you act weird, and your date feel completely fashion-fished.
- Don't stress it, bro. Most run-of-the-mill dates will consist of a button-down, polo, or t-shirt with jeans and/or pants with casual shoes. Go with this when in doubt.



SUNDAY FUNDAY

After a Friday or Saturday of hanging with the homies, bar-hopping with the boys, or having people over at your place, Sunday Funday aka "Lazy Sundays," are filled with very relaxed clothing because, in most cases, it's the last day to rest before work slaps you in the face (my family calls that Monday). On Monday, you may be in a uniform or a shirt and tie, so take advantage of your last day of freedom and exercise by being as casual as possible.

With that said, I want you to remember: S.C.R.E.A.M. (Sweats Can Rule Everything Around Me – sorry, Wu-Tang), but it's so true for Sunday Fundays. Many people use their Sundays for chores, exercise, and some light recreation with friends, in which sweats are crucial for any Sunday Funday.

Nothing beats a hoodie, some sweatpants, and one of your favorite pairs of kicks, except your favorite football team beating their rival and your mother's cooking.

I love you, Mama.



2 | OCCASIONS

FORMAL

James Bond is the gold standard for formal wear. Why?

Well, if you've never had cable T.V., a VCR, a DVD player, or a Blu-Ray player, or you've been under a large rock for your entire life, I suppose I can enlighten you as to why this particular character has a golden eye for dress. (See what I did there?) If you watch a James Bond movie, there is a party or public gathering where whoever plays the titular role dresses impeccably in formal wear. While the same rules apply to proper fit and moderation, much like the dress of a man headed into an interview, some differences must be pointed out.

Notice that Bond always wears a black tuxedo with a white shirt which is not accidental. Proper formal wear - also known as "black tie" - requires that all men wear such apparel.



Other subtle differences include:

- Moderate cummerbund placed on the torso
- French cut shirts with wide collars
- Shirts are typically worn longer on sleeves so that at least 0.5" of shirt cuffs show past the end of the suit jacket sleeves
- Cufflinks are a must (there is room for creativity here, but don't go crazy)
- Black Bow-Ties, Shoes, Belts, and Socks
- Most formal wear ensembles are rented – trust me, that's a fact

3 | RULES TO STYLE BY

FORMAL

White tie rules: Are you blessed enough to be invited to an event requiring a white tie dress? Consider yourself fortunate! White tie is the most ceremonial of all dress codes and is typically associated with presidential dinners, royal affairs, state dinners, and formal soirees. This dress code leaves little for personal interpretation.

Remember: This dress is the strictest! - What you need:

1. White bow tie
2. White shirt studs
3. Black double-breasted tailcoat
4. White waistcoat - aka vest
5. White cuff links
6. Black Opera pumps/patent leather loafers

NEVER CLOSE THE JACKET!

Black tie rules: Black tie is the most typically used dress code for any dignified event. For warmer weather, a white jacket is also acceptable.

1. Black tux jacket
2. Black Bow Tie
3. White dress shirt or tux pleat shirt
4. Black cummer bun or waistcoat
5. Cufflinks
6. Black flat front tuxedo pants with satin stripe
7. Black patent leather Oxfords

Black tie option/creative:

1. It is acceptable to wear a tux or suit (Black) or a colored tux
2. Accessories
 - Black shoes
 - Lapel flowers
 - Neckties instead of bow tie

The opportunity is yours! Show off your style by color, accessories, collar, and lapel style.

BUSINESS

What to wear for an interview if you have multiple stages:

The suits should be navy and grey. For example,

- First Interview - Navy
- Second Interview - Grey
- Third Interview - Wear either suit

Shirt

White or Blue

Tie

Go for a solid or simple tie with a repeated pattern

Shoes

Black rounded oxford

slip-on shoes should be avoided

Socks

Should match trousers/ shoes

socks must not draw attention and flow seamlessly between shoes and slacks

Jewelry

less is more

watch or wedding ring



4 | CARE & TIPS FROM A TAILOR

Suit Care

- Dry Clean
- Laundry jacket and pants together
- Remove stitches from shoulders and pockets, and vents with scissors - don't pull them out

Shoe Care

- Avoid smashing your foot on the back of your shoes. This action will damage the heel. Please use a shoehorn.
- For Dress shoes, use a cedar tree to absorb moisture and retain shoe shape.
- Avoid wearing identical shoes every day. Wear them a day on and a day off. Try to give them at least 24 hours of recovery time.
- Don't store shoes back in shoe boxes.



- Jacket - Narrowing the sleeves - They shouldn't be restrictively tight but not baggy. (\$15)
- Shortening sleeves - you should show about a 1/2 inch of the cuff when your hands are at your sides. You can also let out inlaid fabrics in the jacket. Most have 1" extra fabric for lengthening (\$15)
- Jacket Length - rule of thumb is that the jacket should cover your butt. As far as alterations go, there are a lot of variables (\$ 30- 40)
- Pants - cuff or no cuff. No cuff is more modern. No break, half break, full break; it's all up to personal preference. Most tailors suggest a full break where the back of the pants hit the top of the heel and naturally break over the top of the shoe (\$12)
- Take in/ Let out the waist - You should be comfortable when you sit, stand, and walk (15-20)
- Narrow Pant Leg - For slimmer, have a tailor pull the fabric in from around your shin through your thigh (20-30)



5 | THE KNOTS YOU SHOULD KNOW

The Bow Tie

- Like when tying a necktie, flip up your collars and place the bow tie around your neck. Make sure to leave the left side hanging slightly longer than the right. Cross the left side of the bow tie over the right
- Then, wrap the longer side of the bow tie around the right side near your t – just like you would do if tying a necktie with the Windsor knot
- Fold over the end of the other side of the bow so that it looks like a half bow
- Just like when trying your shoes, wrap the other side of the bow tie around the folded piece of the bow tie
- Wrap this side back around and behind the bow. Keep it tight enough and leave a loop in front of the bow. The loop is needed for the final step
- Pull the end through the loop on top of the bow, and tighten it slightly by pulling on each side. Adjust the bow, flip down your collars and center the bow. You are done!

The Prince Albert knot

- Place the wide end of the tie significantly lower than the narrow end to account for the need for two wrappings
- Put the wide end on the narrow end and wrap it around. Repeat this twice more to achieve the more oversized style look
- When at the last wrapping, form a loop in the front. Slip the wide end of the tie through the gap between your neck and the tie through the loop
- Adjust and tighten to neaten the knot and place your collar back down over the necktie. Your Prince Albert Knot is complete!



6 | LOOKS



7 | PLACES TO SHOP

My Favorites

Mr. Porter - High fashion and designers at your fingertips. Designers include Alexander McQueen, Givenchy, and Raf Simon. Plus J. Crew, Church's, and Common project (an online retailer that ships to 170 countries)

J. Crew - An American brand that specializes in timeless classic menswear. This brand encourages you to mix formal and casual so that you can craft your style through pattern, fabric, and cut

Zara - Spanish clothing and accessories brand that offers high fashion concept pieces at an affordable price without sacrificing quality

Topman - British clothing brand that covers everything from formal suiting to indie rock-styled pieces

The Tie Bar - your one-stop shop for men's accessories
Notoriously featured for G.Q. covers and articles, most everything there is under \$20

Allen Edmonds - Classic men's dress

Ted Baker - British fashion apparel brand that focuses on trendy attire that caters to millennials

Banana Republic - menswear brand that caters to the working professional while keeping up with current styles

Pocket Square Clothing - is a Los Angeles-based menswear accessory brand with an established footprint in southern California. The company emphasizes locally handcrafted products.

Skagen - Sleep watch brand that is fashion-forward and has a minimalist style

Taft - Shoes and Boots

Boot New York - Dress shoe brand that has caught up to speed with excellent quality dress shoes and classic Italian style

7 | PLACES TO SHOP



Scotch & Soda - Scotch & Soda celebrates the free spirit of Amsterdam. Endlessly optimistic, we're inspired by the liberal outlook of our home city, championing individuality, authenticity, and the power of self-expression to create the unique - an attitude reflected in our designs

Southern Gents - Offering the best in unique, quality, and affordable menswear & accessories. Vintage style with a modern twist

Filson - A Seattle-based brand

Proto101 - Clothing is designed and constructed for comfort and function that will perform with you every day, everyWEAR

Ollie Quinn - Exceptional, in-house designed eyewear at an affordable price

Bode - One-of-a-kind, handcrafted clothing. Cut from antique fabrics, victorian quilts, grain sacks, and bed linens—Tailor-made in New York

Blackstock & Weber- New York-based Blackstock & Weber, founded by Chris Echevarria, has its roots deeply planted within Brooklyn. A forward-thinking free-spirit approach draws inspiration from all walks of life, providing an updated breath-of-fresh air to traditional menswear

7 | PLACES TO SHOP

Uppercut - Great pomade brand that is relaxing on the hair and washes out easily

Asos - British online fashion and cosmetic retailer. The website sells over 850 brands and its range of clothing and accessories and ships to all 196 countries from fulfillment centers in the United Kingdom, the United States, and Europe

Flight Club - For over a decade, Flight Club has changed the landscape of sneaker retail. Carrying every brand name on the market

Mott & Bow - Mott & Bow was born out of a simple question: how can we get people premium-grade jeans at a reasonable price? Using the finest denim fabrics from the best mills in the world and applying the manually intensive artistic processes in the laundry, we transform the denim and make it look effortless. We stick to simplicity as our core design philosophy. With a 32-year denim heritage, our experience is second to none

Nordstrom - The leading specialty fashion retailer

Thome Brown - Thom Browne is widely recognized for challenging and modernizing today's uniform. Thom Browne is an American fashion designer. He is the founder and head of design for Thom Browne, a luxury fashion brand based in New York City

Beckett and Robb - Leave "off the rack" for the masses. The ultimate way to stand out is to have garments that are one of one

Fear of God - Independent American luxury fashion label Jerry Lorenzo founded in 2013 in Los Angeles. Crafting timeless, wearable garments, the brand's distinct interpretation of the American expression has become an emblem of contemporary culture

All Saints - Established in London in 1994, All Saints is a global brand with an independent spirit

Madewell Men- Madewell is known for super-flattering denim

Club Monaco - Classic, effortless, modern essentials



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