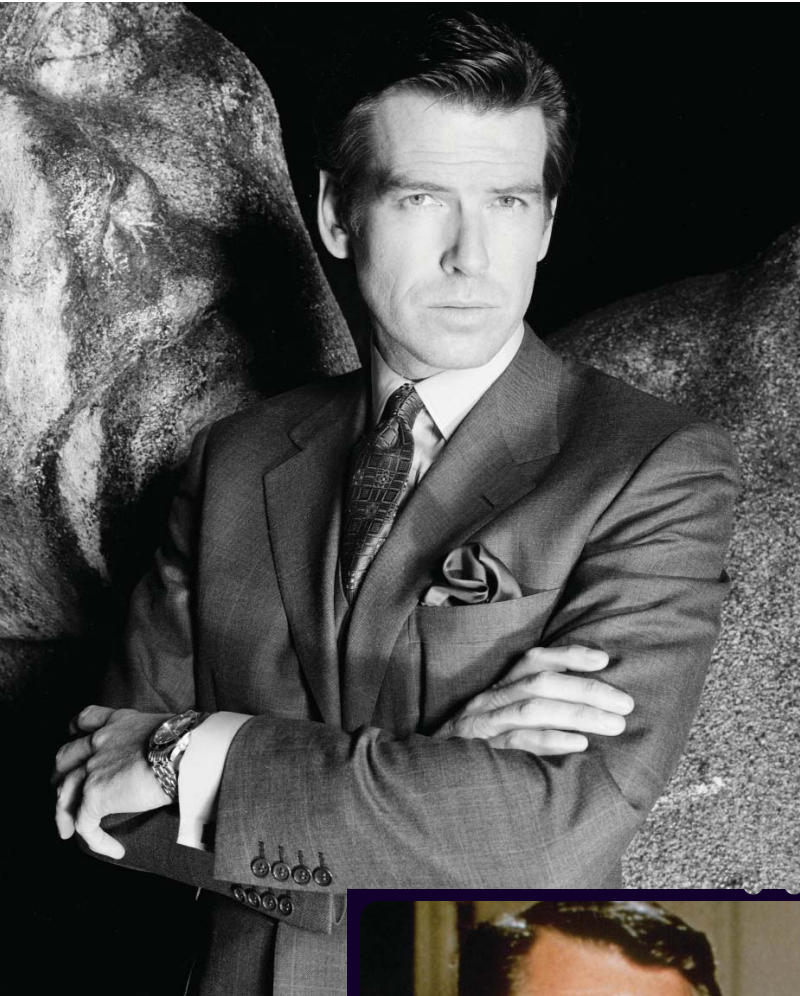


CFashion Class



Iconic style transcends time:

Pierce Brosnan (1995) and Cary Grant (1959) look great in any era.



*Learn to ignore changing fads
and ace your look with updated classics.*

BY HANS GSCHLIESSER

“YOU CAN’T BE SERIOUS,” responded my inner Little Lord Fauntleroy to the magazine my wife thrust in front of me. It was filled with images of spring men’s fashion, and breezy as it might be, it’s hard to visualize myself swooshing around in a Yohji Yamamoto men’s pleated skirt, or a tailored suit with shorts, or any of the attention-getting androgynous looks parading down today’s runways.

We men like to believe that our minds are occupied with loftier thoughts than deciphering fashion trends. Yet as much as we insist we don’t care about clothes, on some primal level we do.

Our end game is to stay relevant and not look like lost transports from forgotten decades. We’re living in the 21st century, and you’ve probably noticed menswear trending trimmer, evolving with the times without pushing the envelope. It manages to be modern by incorporating innovative fabrics and tailoring techniques, so the new looks are now as comfortable and easy-care as they are fashionable. In other words, today’s clothing will give you an enviable nonchalant style without drawing unwanted attention. For while I don’t mind engaging in an occasional fashion conversation, I’m certainly not interested in *being* the conversation.

As Yves Saint Laurent noted, “Fashion fades, style is eternal.” With that in mind, here are a few tips to achieve a winning look and up your style game.

- Buy investment pieces from timeless designers like Canali, Zegna and Brunello Cucinelli. They’re on top for a reason: you can’t go wrong with quality tailoring and enduring style.
- Owning a versatile sport coat is mandatory. Think of it as the Swiss Army knife of your wardrobe. Comfortable, well tailored, lightweight and easy to dress up or down for any occasion. Let it become your go-to piece for spring 2017. Try Canali’s Kei jacket or a soft coat from Zegna or Samuelsohn. You’ll see the light. Throw it on over anything and immediately feel confident.
- Fitted shirts will make you look 10 years younger. If you’re hard to fit, custom is a great option (and it won’t break the bank).
- Never undervalue the importance of accessories. Without throwing your world off its axis, you can upgrade any look with something as simple as a printed pocket square, a great belt, fun socks or standout shoes.
- Give your wardrobe a fresh look by mixing it up. Pair your dress shoes with jeans and try leather or suede sneakers with your suit. Wear your go-to sport coat with either jeans or dress pants. As Luciano Barbera explains it, “Dress up your sportswear and dress down your formalwear.”
- Explore spring’s many alternatives to denim: five-pocket pants in lightweight stretch fabrics that fit and feel terrific. Yes, blues and tans are forever, but why not consider a pair in a more interesting shade (or pattern)?
- Take advantage of our well-curated assortments and knowledgeable sellers. Their suggestions will open your eyes to new clothes that might just get you excited about menswear again.