

# *It's a man's world!*

*Essential items  
his wardrobe  
simply MUST  
contain.....*



**L**et's face it, all good things take time, clever planning, persistence and a dose of effort. This principle can be applied to food, a family holiday, a successful relationship and your wardrobe. Women want the man they love to look good. We have a sense of pride when the man of our dreams excites our senses with impeccable grooming, superb tailoring in a garment and a hint of sensual aftershave.

*Psst! Ladies, how many times have you been out with your gorgeous man feeling that he is presenting a 'little less than'? And you know he is deserving and capable of so much more? It's a tough call for you to observe and then communicate this message to him. Sometimes you can be just a little too close to the action.*

Regardless of the occasion, every man needs to own some decent basics that will fulfill the following six occasions:

- dinner with his life partner
- funeral
- job interview/promotion
- smart casual dinner with friends
- quality smart casual for the theatre or special event
- casual weekend with the family

Get this handled, guys, and you will be set for every occasion. The good news is that your wardrobe does not need to be as extensive as hers. It just needs to work for who you are and serve your lifestyle. Why does all this matter you may ask? Fact: research has proven that women are more highly visual than men. We actually notice things! This may surprise you. We do take note of when you have made an effort and we appreciate it.

So where do you begin? It takes time to create a wardrobe that works and will serve your lifestyle.

First we start by analysing your style expression. This is about looking

at who you are as an individual; what styles and fabrics are going to work for your lifestyle and serve your needs as you move forward in your life.

A man with a *classic* style expression likes the finer things in life. Quality fabrics and impeccable tailoring are basics that this gentleman insists upon. He appreciates classic luxury and admires handsome accessories. He is the consummate professional and can be relied on to get the job done well.

Having a *relaxed* style expression is more about comfort and fit. Fabrics are defined more by their kinesthetic qualities than visual appeal. This gentleman is all about modern luxury. He's not into sharp tailoring but still requires quality in the fabric. Comfort is king for this man! He is easy going, relaxed and builds rapport quickly.

The *dramatic* style expression admires the garment that is striking, bold and somewhat structured. He is confident, assertive and means business. He is a handsome combination of classic luxury and modern luxury. He wants to be noticed. He respects crisp cotton, double cuffs and interesting cufflinks, with or without the tie – this gentleman makes a statement.

The *innovative* style expression is a version of modern luxury that conveys originality. Clothing may be unpredictable or put together in a creative and unexpected way. All types of fabrics can be used and in fact are frequently used unconventionally with adventurous colour combinations. This gentleman is creative and outgoing. He admires handsome and interesting accessories.

The next step is to build a wardrobe that works for you. In doing so, think about your lifestyle and what your needs are. Every man is different. Having said that, most of you will need to dress for the occasions above at some stage in your life. If you have experienced a relationship breakdown, there is no time like the present to reinvent yourself as a confident stylish man!

Most wardrobes contain what we call basics or essentials that will help you to bring together the perfect outfit.

