



WHY **STYLE**  
**MATTERS**

**Making a good impression  
has never been more important.**

**Nor has it ever been easier!**



Studies show that well-dressed men get higher paying jobs, enjoy better social status and are more attractive to the opposite sex.

Here are some simple tips on how to spruce up your look, because yes, style matters!

simple updates for  
all your modes...



1. Dressy Casual



2. Sartorial



3. Sporty Casual

**BUILDING A GREAT  
WARDROBE IS SIMPLER  
THAN YOU THINK.**

**WITH A FEW NEW BASICS, A WONDERFUL  
FOUNDATION (AND BETTER FIRST IMPRESSIONS)  
CAN BE BUILT.**

A photograph of two men standing outdoors. The man on the left is wearing a blue and white plaid sportcoat over a light blue shirt and dark jeans. The man on the right is wearing a brown and blue plaid sportcoat over a dark turtleneck sweater and brown trousers. They are standing in front of a brick building with a window.

## Dressy Casual

# THE ESSENTIAL SPORTCOAT

### THE MVP OF DRESSY CASUAL

No single item is more effective in transforming a man's wardrobe than the sportcoat. It makes a man look "dressed," while enhancing and concealing all the right body parts...

#### Plaid Classic

A great neutral plaid adds instant style to jeans and moves gracefully from office to dinner.

#### Color Statement

A bolder plaid in rich fall colors adds excitement to solid basics and layers well with sweaters.



**Unconstructed**

A soft, unlined jacket is an indispensable basic this season. It looks casually elegant and fits like a second skin!

**Collegiate Corduroy**

Toasty warm and versatile, corduroy has come back with a vengeance.

**Soft Cashmere**

Unconstructed and elegant, it works with dress pants, jeans and everything in between.

# Sartorial



(NEW)

# FIT

The New  
Slimmer  
Silhouette  
is here  
to stay

From a first interview to the corner office, one properly fitting neutral suit in a transitional fabric is an essential basic for the well-dressed man.

## The Intellectual

Add a sweater to a windowpane wool suit for a super smart look.

## The Young Turk

A well-cut dark suit can take you everywhere... and a great wool tie is an easy way to add some personality.

## The Player

A fun shirt (without a tie) with an open suit jacket is a refreshing upgrade to jeans.



# which SUITS you?

## **The Statesman**

Herringbone in warm fall tones plus a buttoned vest spells confidence.

## **The Mogul**

Navy pinstripe suit, blue shirt, red tie, slim cut... need we say more?



**Sporting Event  
With Client**

A quilted, fitted, double-breasted jacket is as warm as it is flattering.

**Weekend Outing**

Cold, blustery days can be faced in style with an elegant update to the classic parka.



## Sporty Casual

# RELAXED STYLE

Whether it's  
the weekend,  
or you just  
want it to  
feel that way.

### **Soccer Sidelines**

Throw a great scarf over a versatile pullover and be the best looking dad on the field.

### **Country Drive**

Go antiquing and lunching in style in a chocolate suede driving jacket, also perfect for everyday.