

CANARY WHARF

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FIRST IMPRESSIONS

"A person's clothes should make him appear at his best. They should give a feeling of poise and self-confidence, a feeling of ease and comfort because the wearer knows he is attractively and appropriately dressed. Extremes in cut and colour should be avoided; suits of bold stripes and checks are hard on the eyes, and certain stripes make one feel dizzy. Shirts and ties should be selected with regard to the colouring of the wearer; all, however, should be conservative in type, for flashy apparel shows very poor taste."

Personal Appearance and First Impressions, originally published in 1940

First impressions count for a lot, and in business appearance is vital to creating a professional persona. A tailor-made suit can enhance feelings of confidence and poise, which may be important when creating a lasting impression or meeting with a senior business associate. Poppy Charles from tailor H. Huntsman & Sons Ltd (tailoring suits and tweeds since 1849) explains: "Good tailoring gives a better sense of balance and proportion. The understated elegance of a well-cut suit gives the impression of being knowing but not showy." If you go to a well-established, high-quality tailor, they will be able to advise each client on the best colour, cloth and cut for the type of wear required. Shades of dark and navy blue are most popular for business, followed by dark grey; pin-striped cloth is also seen in the workplace, although it is not as popular.

A perfect option for the business suit is Oliver J Benjamin. With four stores across London, they stock an exclusive selection of high-end suits, elegant shirts and stylish accessories for the modern professional man. Knowledgeable sales staff, fitters and tailors in all four stores offer an outstanding service, whether customers need a complete style overhaul, a new suit for that all-important first impression or are shopping for someone else. Quality is the key element; each and every item is made from the finest materials and to the highest specification. The 2008 collection includes all of the basic pieces for the gentleman's wardrobe, in a contemporary yet classic style. With a selection of six new suit cloths all made exclusively for Oliver J Benjamin in Huddersfield, Yorkshire (the home of the quality British cloth), clients are sure to be delighted with the finished product.

Reminiscent of the 'suit and vest' combination seen in the very first tailored suits, the new collection from Hugo Boss offers business suits inspired by Savile Row.



THE UNDERSTATED ELEGANCE OF A WELL-CUT SUIT GIVES THE IMPRESSION OF BEING KNOWING BUT NOT SHOWY

The classic two- and three-button suit and double-breasted style are joined this season by the three-piece suit as it experiences a return to the modern workplace. The essence of classic style and constructed from super 180s wool, the three-piece suit is sharp and masculine, and is a great addition to the winter 'corporate wardrobe'. Uniting excellent quality with a truly contemporary style, Hugo Boss is at the cutting edge of men's formal fashion.

It is also extremely important to get right the different attire required for business, leisure and formal events. Those who don't adhere to the correct dress code not only run the risk of feeling uncomfortable for the duration of the event, but also demonstrate a discourtesy to the hosting party. For formal affairs after six o'clock, men would usually be expected to wear a dinner jacket and black tie. The dinner jacket, whether a one-button or a double-breasted, should always be buttoned. One of the most common mistakes made, especially at social occasions such as weddings,

is the misuse of morning dress. Remember that morning dress (mid-grey matching morning coat, waistcoat and trousers, stiff-collared white shirt, grey or black top hat and dress shoes) should only be worn during the day, up until seven o'clock. For evening parties continuing past this time, men are required to change into a dinner jacket.

The English are also traditionally known for their country tweeds. Tweeds are worn as informal outerwear, as they look smart whilst being moisture-resistant and extremely durable. Once worn in, country tweeds are often worn for traditional outdoor activities such as pheasant shooting and hunting. Huntsman sell a vast amount of tweeds for country and weekend wear; their own house tweeds are particularly bold but remain extremely popular amongst clients. The company launches a new tweed (produced on the Isle of Islay, Scotland) every two years. Made in earthy colours and replicating historical checks, the fabrics sell consistently well, year after year.