

Styles



"Classic"

Elegant and sophisticated

Key features:

Timeless, impeccable tailored lines year after year.

Structured tailoring.

Minimal detail.

Simple, clean lines.

Patterns: Houndstooth, Checks, Pinstripes.

Colour palette: Subtle and crisp, from the Neutral family.

Grooming: Sharp and neat.

"Relaxed"

Practical and easygoing

Key Features:

Sporty and functional. Comfort is key.

Fabrics: Natural fibres. Soft, comfortable. Easy to wash and wear.

Patterns: Minimal. Check or Plaid.

Colour Palette: Warm and natural, earthy.

Grooming: low key. Soft unstructured hair. Clean shave, stubble or a short beard.



"Bold"



Commanding and Impressive

Key Features:

Fashion forward, bold and daring.

Fabrics: Lustrous, shiny, and luxurious.

Patterns: Bold, large, colourful. Polka dots, floral, paisley or geometric.

Colour Palette: Bright, strong, vibrant and sharp.

Grooming: Precise and audacious.

Styles



"Creative"

Inspiring and Imaginative

Key Features:

Clever and unexpected combinations, unique and unusual.

Offbeat and unpredictable. Fabrics, patterns and colours are mixed together in ways that only a creative mind can invent.

Vintage, custom made and eclectic pieces, layers, asymmetrical lines, textures and tones make for a distinctive look.

Grooming: Relaxed, natural and unstructured. Long hair is common.

"Rebellious"

Non-Conforming and Revolutionary

Key Features:

Defying the rules and making a statement. This style loves shock value.

Fabrics: Dark, heavy.

Patterns: Prints, skulls and taboo quotes.

Colour Palette: Black.

Grooming: Unconventional, often using dark or colourful dyes. Tattoos.



"Style is a way to say who you are without having to speak"

Rachel Zoe