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ULTIMATE BUSINESS STYLE GUIDE



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Since the start of this decade, the shift towards flexible working combined with an increasingly relaxed approach to business attire has become more and more mainstream.

For seasoned professionals, however, image is still an important factor when it comes to making the right first impression and achieving success in their field. For those who are still regular suit wearers, quality of material, style, functionality and service are of greater importance than ever.

Whether you are a tailoring newbie or a sartorial connoisseur, this guide will help provide you with a road-map to create the perfect business wardrobe for you based on what you do, where you go and who you meet.

We have split the guide into three sections with a personal wardrobe evaluation at the end. The sections include:

- **Wardrobe Essentials**- the three outfits every man should own.
- **Wardrobe Development**- how to be prepared for any occasion.
- **Wardrobe Excellence**- how to take your personal image to the next level.

WARDROBE ESSENTIALS

As a rule of thumb you should own at least as many suits as the number of days in the week that you typically wear one. So if you wear a suit four days a week, you should own at least four suits.

However, every man should own at-least two suits, and if you were to only ever own two suits, I'd suggest one navy and one charcoal. Each have their merits and by having the two colours to choose from you can match your image to each individual occasion. You also wont be mistaken for always wearing the same suit over and over again!

For these essentials we recommend opting for a mid-weight fabric that can be worn all year round. Aiming for nothing lighter than 9oz and nothing heavier than 11oz, with 10oz being ideal.

For more information visit:
www.brookharris.co.uk



ESSENTIALS- THE NAVY SUIT



For generations, the navy suit has been considered the go-to wardrobe essential. It's versatility means that it is easy to match with any shirt or tie and can be dressed up or down depending on the occasion.

To add a bit of detail you could opt for a tonal pattern (navy on navy stripe/check) or accent the jacket with a burgundy lining and lapel buttonhole.

Tailors Tip: Adding a second trouser can increase your suit life by more than double!

ESSENTIALS- THE CHARCOAL SUIT



Still considered a classic business suit colour but with a slightly more youthful and approachable look. Charcoal also adds a distinct element of variety by contrasting in colour to the Navy Suit.

To add a bit of detail you could opt for a subtle texture such as sharkskin or herringbone, ideally one that cannot be seen from more than 5 meters away.

Tailors Tip: Textured fabrics tend to resist creasing and hide wrinkles better.

WHEN SHOULD I INVEST IN A NAVY BLAZER?



Always! Whether you're meeting with a tech client, attending an off-site, industry event or meeting friends for dinner, the navy blazer is the perfect companion.

In today's dynamic and evolving business environment, it has never been more important to make the right first impression.

As a professional, you should always aim to dress one level smarter than your clients and peers. A Navy Blazer can do just that! The versatility of the navy blazer means that it can be worn with jeans, chinos, trousers, shirt, sweater, tie or no tie.

Tailor Tip: Opt for more textured fabrics and contrasting buttons in order to clearly differentiate your blazer from your suit jacket.

WHEN SHOULD I INVEST IN A DINNER JACKET?

If you wear one more than twice a year then it can be a worthwhile investment to have one made for you. With the savings on hire costs, it will pay for itself within 3 years, and in most cases a dinner jacket will last decades.

While the most common dinner jacket is black, however, the more classic colour of midnight navy has been making a resurgence over the last decade, as it adds an element of sophistication and in fact looks darker than black when under artificial light.

Opt for a plain weave in a mid weight. The plain weave will allow the dinner jacket to resist creasing and be more breathable, helping to keep you cool when the dancing begins!



Tailor Tip: Be sure to match the satin on the lapels to the buttons and bow tie.



WARDROBE DEVELOPMENT

Once the essentials are covered, it is important to carefully add items to match your specific needs. Below is some guidance on the different types of businesswear and when you should consider investing in each.

Initially, for each item required we advise to continue with a mid-weight fabric of between 9-11oz, and where possible opt for a second trouser as this will dramatically extend the life of each outfit.

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YOUR PERSONAL TAILOR

WHEN SHOULD I INVEST IN A TRAVEL SUIT?

If you wear a suit more than two days a week then your third suit should really be a travel suit.

That doesn't mean that you can only wear it when travelling, so it's a good idea to choose a colour that you can wear as a part of your regular rotation but this will also be the one that you can grab-and-go when you need to run out the door.

A travel suit is one that performs better at travelling than others, so can handle being rolled into a suitcase or carry on.

Also look for fabrics with a blend of mohair as this hollow fibre cannot be bent as easily so adds to the crease resistance and sharp silhouette.



Tailor Tip: Suits with a woven texture tend to resist and hide creasing better than a standard twill.

WHEN SHOULD I INVEST IN A POWER SUIT?



If you are regularly giving presentations to large audiences, managing a large team or entering adversarial negotiations, a power suit can be a useful tool to deploy.

Nothing denotes power more than a pinstripe suit.

The stripe works to emphasise the shoulders, chest and waist of the jacket, resulting in a more masculine figure.

Navy is the most popular colour as it denotes authority, which is why it is commonly worn by police forces around the world.

Tailor Tip: Be careful to match the width between each stripe to your frame. If you are larger, opt for a larger gap between stripes, if you are slimmer opt for a narrower gap.

WHEN SHOULD I INVEST IN A GREY BLAZER?



Once you already have a navy blazer and are looking for more variety, a grey blazer is a good next choice! A textured grey blazer can look great with both black and navy jeans or chinos, as well as a lighter grey linen trouser in the summer months.

As with navy and grey suits, the grey blazer is more relaxed and informal than the navy blazer.

Again opt for a more textured fabric and contrasting buttons to differentiate it from your suit jackets but try not to go too out there with the pattern as this can restrict what shirt and trousers can be worn with it.

Tailor Tip: Patch pockets (where the lower pockets are sewn on to the outside of the jacket) help to create a more casual look.

WHEN SHOULD I INVEST IN AN EVENT SUIT?

If you spend a lot of time working in small teams or entertaining clients. The slightly less formal nature of the colours and patterns can help to create a more open and relaxed environment.

It's also handy when attending a friends wedding to not look like you've come straight from the office, even if that may be the case!

Event suits are the most versatile, perfectly at home in both the boardroom and at a family celebration.



Tailor Tip: Lighter colours give a more informal tone whilst a subtle pattern or texture adds some interest and helps to add some diversity to your wardrobe selection.



WARDROBE EXCELLENCE

Once you have developed a year round wardrobe around your specific needs and are ready to evolve your collection to the next level, you should consider investing in a spring/summer and autumn/winter outfit for each of the previous categories. This will give you more variety whilst helping you to feel more comfortable throughout the year and allowing you to present a considered image by matching your style to the seasons.

In the UK, we advise that a spring summer outfit is one that you would feel comfortable wearing from April to November (just not in the depths of winter) and an autumn/winter outfit is one that you would feel comfortable wearing from October to May (just not in the height of summer).

SPRING/SUMMER

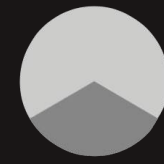


AUTUMN/WINTER





SPRING/SUMMER ESSENTIALS



BLUE SUIT



GREY SUIT



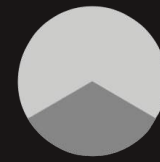
BLUE BLAZER



Tailors Tip: Consider lighter weight fabrics, 9oz or less. Also opt for lighter colours which reflect heat away and give a more summery aesthetic.



SPRING/SUMMER ESSENTIALS



TRAVEL SUIT



POWER SUIT



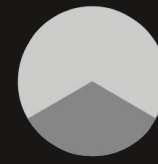
EVENT SUIT



Tailors Tip: The royal blue suit is a great summer alternative to the pinstripe power suit.



SPRING/SUMMER ESSENTIALS



GREY CHECK BLAZER



EARTH-TONE SPORTS JACKET



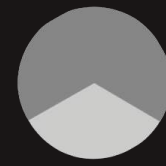
FANCY DINNER JACKET



Tailor Tip: While the classic tux is black, also consider a midnight navy, as it will in fact look darker under artificial light than black.



AUTUMN/WINTER ESSENTIALS



DARK NAVY SUIT



DARK CHARCOAL SUIT



DARK NAVY BLAZER



Tailor tip: Look for heavier weight fabrics (10oz or more) and more textured weaves such as flannel or hopsack.



AUTUMN/WINTER ESSENTIALS



TRAVEL SUIT



POWER SUIT



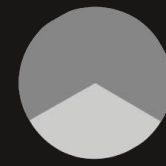
EVENT SUIT



Tailor tip: Add a waistcoat for added warmth and formality in the colder months.



AUTUMN/WINTER ESSENTIALS



GREY CHECK BLAZER



EARTH-TONE SPORTS JACKET



WINTER DINNER JACKET
(VELVET SMOKING JACKET)



Tailor tip: Earth-tones work great for adding a more relaxed casual outfit.

WARDROBE EVALUATION

FOR MORE INFORMATION VISIT: WWW.BROOKHARRIS.CO.UK

ESSENTIALS		EXCELLENCE	
	MID WEIGHT	SUMMER WEIGHT	WINTER WEIGHT
NAVY			
CHARCOAL			
NAVY BLAZER			

ADDITIONS

TRAVEL SUIT		
POWER SUIT		
EVENT SUIT		
GREY BLAZER		
EARTH-TONE BLAZER		
DINNER JACKET		

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