

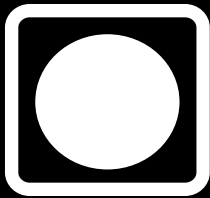
SYMBOL GUIDE

WASH



Hand Wash

DRY



Tumble Dry

CARE



Fold



Cold



Low



Hang



Warm



Medium



Iron



Hot



High



Steam

S

E

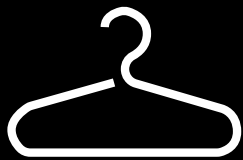
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STAY PLACES

A Guide to
Wardrobe Essentials
from Fashions Most
Street Savvy Brands

THE SHOW PROUDLY PRESENTS

STAPLES

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Ralph Perricelli



LAUNDRY DAY

EXCHANGE

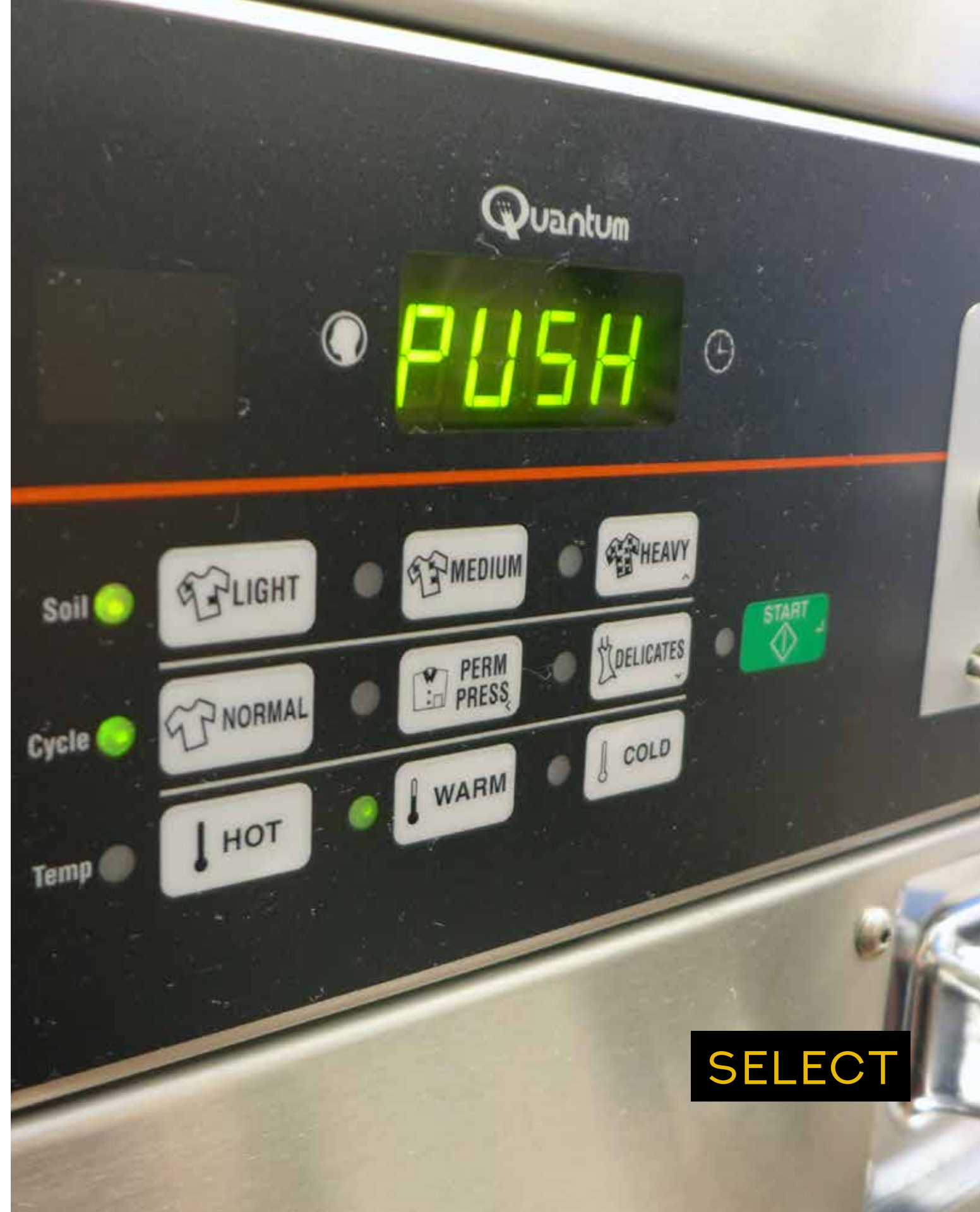


PREPARE



SEPERATE







WAIT

CONT. PG 124

LINT COMPARTMENT MUST BE CLEANED DAILY

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CAVEAT EMPTOR

There are many books on the market about men's style. In fact, you can go to any bookstore and be greeted by 5 or so, all virtually identical, all which are promising a definitive guide to dressing well.

Conservative styles have been developed over hundreds of years to effortlessly flatter a man's body. As such, men's style books tend to believe that every man who is learning about style or fashion should first start by dressing conservatively.

I agree wholeheartedly, with one simple caveat. Aside from simply following the rules: You should also know how to break them.

Once a man understands the fundamentals of style, he'll often begin to feel quite restricted. He'll begin to crave deviation; to experiment with clothes in a way that truly makes a statement.

This text addresses all of the same things as the aforementioned one-size-fits-all books do: how to tell if things fit, how to discern between good and bad clothes, how to put outfits together.

It focuses on a wardrobe based around versatility, and on the way you wear clothes and how they affect the way you look. And above all, it focuses on helping you choose clothes that can be worn in many different outfits as your style develops.

There are no clear-cut rules on what the right clothes are for any specific man, or when he should wear them, aims to give you all the necessary tools to build a style that is, above all else, yours.

- JAMES GALLICHIO

BASICS

How do you want to look?

Believe it or not, this is a question that very few men ever ask themselves. Every man should dress in a way that suits his job, his body type and his tastes.

The goal is to find a style that compliments your personality and lifestyle.

Nice clothes don't automatically make you better than anyone else, nor do they suddenly give you something that you didn't have before. Being a well-dressed, modern man is not a mask that you put on in the morning and take off at night; it has to envelop every part of you.

AUTUMN

You have brown, red, or golden blonde hair; pale peach, beige or golden brown skin. and have dark brown, green or blue eyes



WINTER

You have dark brown or black hair; pale white, olive or dark brown skin and you have dark or deep brown eyes.



SUMMER

You have blonde or brown hair; pale white, olive or dark brown skin; blue, green or hazel eyes & a cold undertone to your skin



SPRING

You have blonde, or auburn hair & light, ivory skin. You have light blue, or green eyes and , a warm undertone to your skin



SHOPPING FOR YOURSELF

The first step is to decide on a style that fits you. Some Examples include:

Business casual / Preppy / Daper /Outdoor / Casual / Streetwear / Metal / Punk / Avant-garde

These are generic styles, and you may find that a combination of styles fits you better than just one. Most men aren't defined by one particular style.

This is why versatility is key; a man's wardrobe should be full of clothes that can be worn in a variety of styles, rather than forcing him to dress one way for the rest of his life.

A common style mistake is wearing colours that don't match your complexion. Every man has colours that look bad on him. They wash out his skin, make him look older and accentuate his blemishes. Most often, we avoid these colours on an unconscious level, as they make us feel genuinely uncomfortable.

Look in your wardrobe and take note of the colours of the items inside it. Are there any colours that are prevalent? Are there any colours that are noticeably missing?

Your natural colour palette is composed of the colours of your skin, eyes and hair. Each palette has colours that naturally compliment it, making you look younger, lively and draw attention away from skin blemishes.

Most men have colour palettes that fall into one of four groups, categorised into style by seasons: Winter, Autumn, Summer and Spring.

For men who have a good eye for colour, choosing clothing that naturally compliments your palette is easy – just buy clothes whose colours make you feel comfortable, relaxed and at ease.

For others, who need a bit more direction, there are entire books on the subject.

MEASUREMENTS

Becoming a better-dressed man is infinitely easier when you know what your actual sizes are. For the following exercise you will need a simple tape measure plus a pen and paper to write your true measurements down.

Fold them up and put them in your wallet. When taking these measurements, the tape measure should be snug, not constricting.

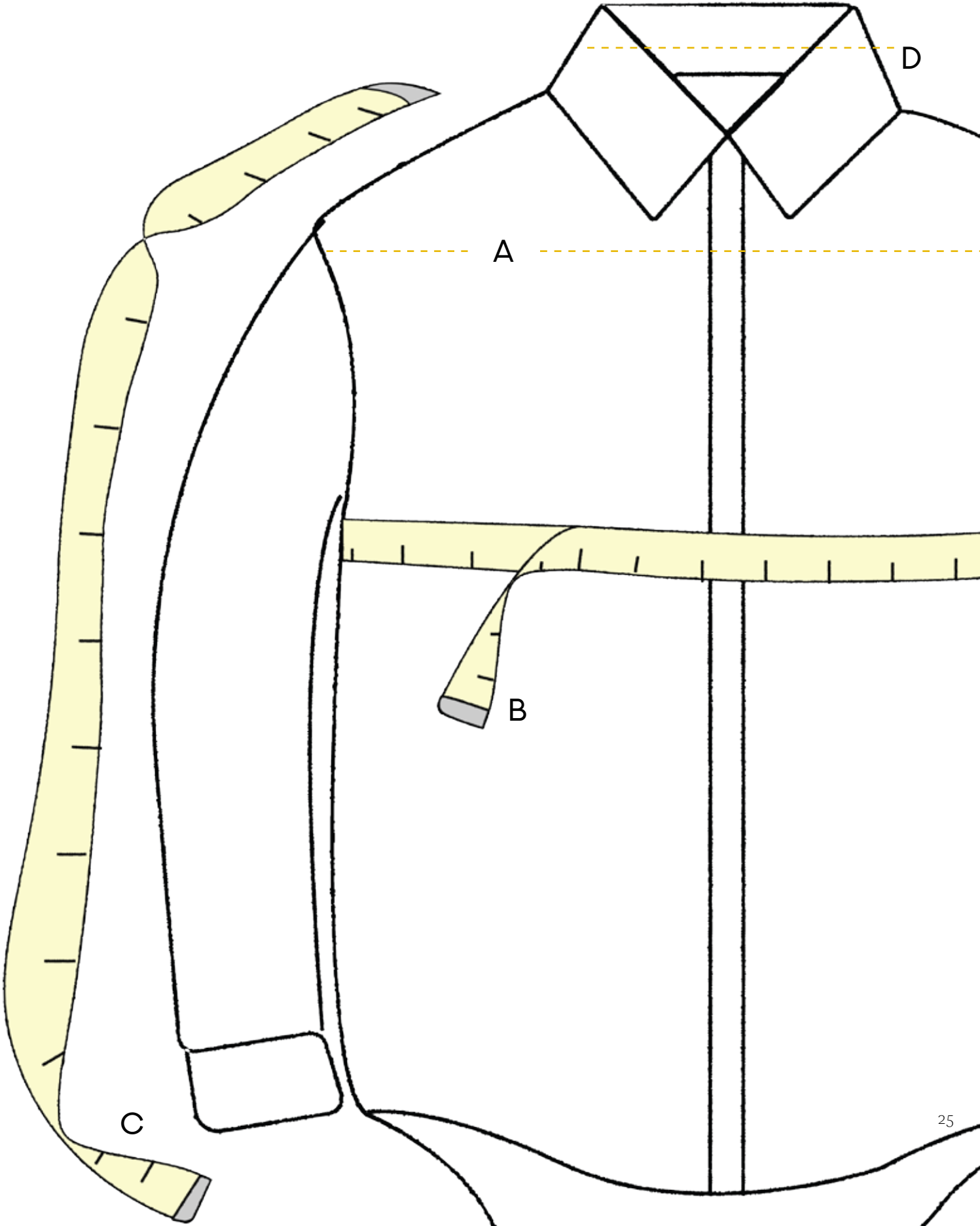
SHOULDER WIDTH
The width of the shoulder on jackets and coats. It's difficult to alter, so it's essential you get the right size the first time around.

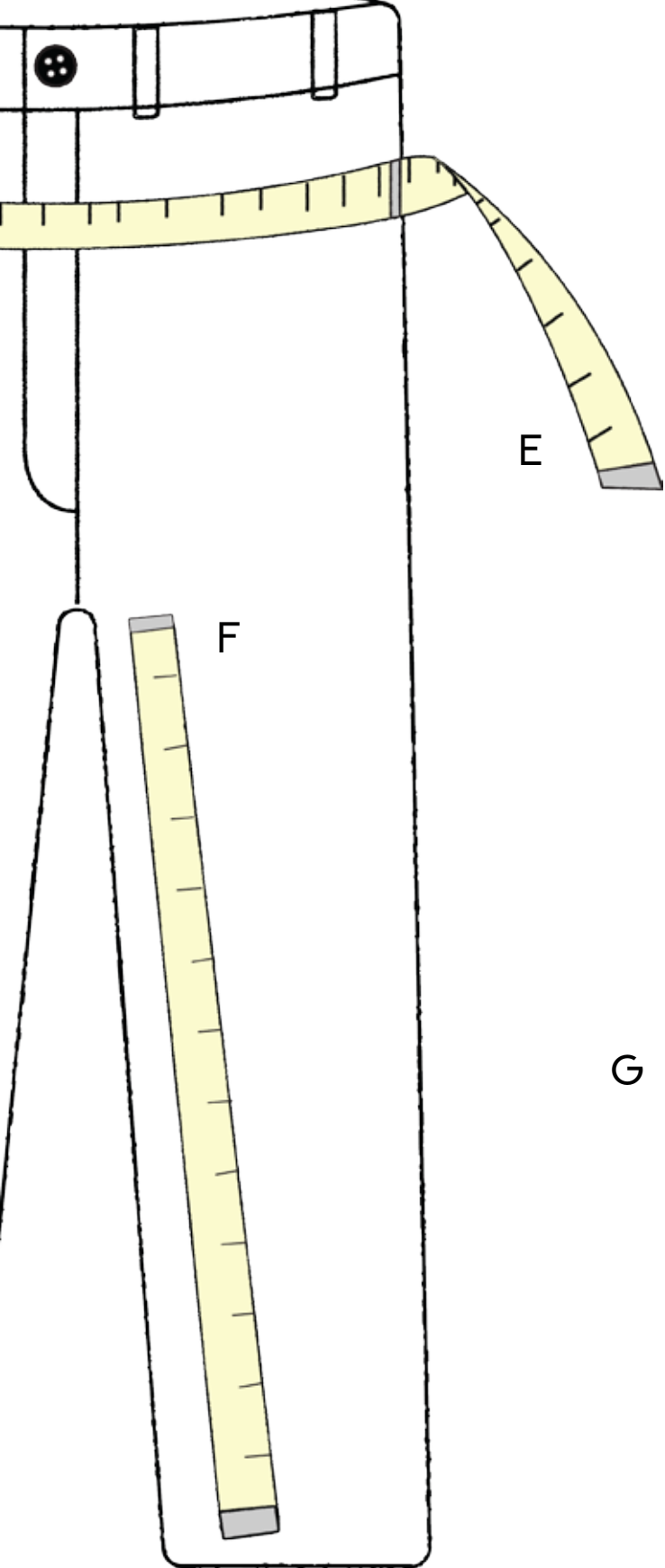
- A. SHOULDER WIDTH
- B. CHEST WIDTH
- C. SLEEVE LENGTH
- D. NECK SIZE
- E. WAIST SIZE
- F. INSEAM LENGTH
- G. PANT LENGTH
- H. SHOE SIZE (US)

CHEST WIDTH
The breadth of your chest dictates the width of the shoulder on jackets and coats, making it one of the most important measurements for a man.

SLEEVE LENGTH
It helps to know your sleeve size to save yourself a trip to the tailor. To do this, measure from your shoulder to the beginning of your wrist.

NECK SIZE
This is the most important size to know when buying shirts. Place the flat tape measure all the way around your neck, or 1" below your Adam's apple.





WAIST SIZE

This measurement is taken at the thinnest part of your torso, usually one inch or so below your belly button and the place where most dress pants will sit.

INSEAM LENGTH

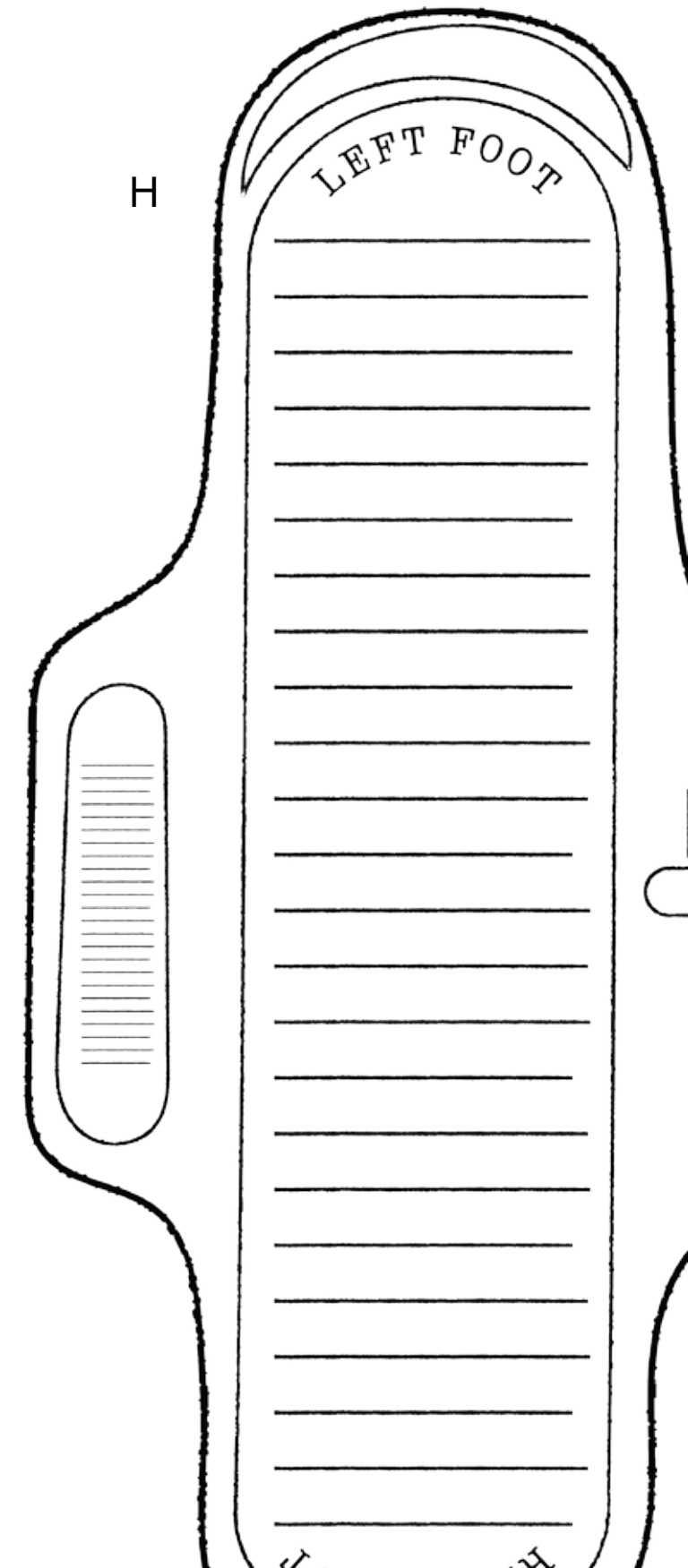
When pants give two measurements, like “30x32”, this indicates a size 30 waist and a 32 inch inseam. The inseam measurement is important as it gives an indication of where your pant leg should end, and is essential for tall men who need at least a 34” inseam.

G



Pant Length: This measurement is best taken with the help of a friend, who will measure from the bottom of your crotch to the base of your heel.

Shoe Size: The best way to tell your shoe size is to use a Brannock Device (above). These are found in almost all shoe stores and can tell you the length and width of your foot. Be sure to measure both feet, as one is often slightly bigger than the other.



DRESS SHIRT



The term 'Dress shirt' is a catch-all term to describe any garment shirt with a collar, cuffs and full-length button fastenings. They traverse a huge range of formality levels: from the plain and minimally embellished full-dress shirt, to the patterned, pocketed loose fitting shirt.

In any given day we only speak with a small percentage of the people we see; the shirt you wear, in the absence of a jacket, is the most powerful signal you are using to non-verbally communicate with those around you. Your shirt, whether you like it or not, is speaking for you; make sure it's saying what you intend.

COMME DES GARÇONS

French for “like boys”, is a Japanese fashion label founded by and headed by Rei Kawakubo. Comme des Garçons is based in Tokyo and also in the prestigious Place Vendôme in Paris, the city in which they show their main collections during Paris Fashion Week and Paris Men’s Fashion Week.

Established in 1969, Comme des Garçon became successful in Japan in the 1970s; a menswear line was added in 1978. In 1981 saw Comme des Garçons’s debut show in Paris. It created a splash for its predominant use of black and distressed fabrics.

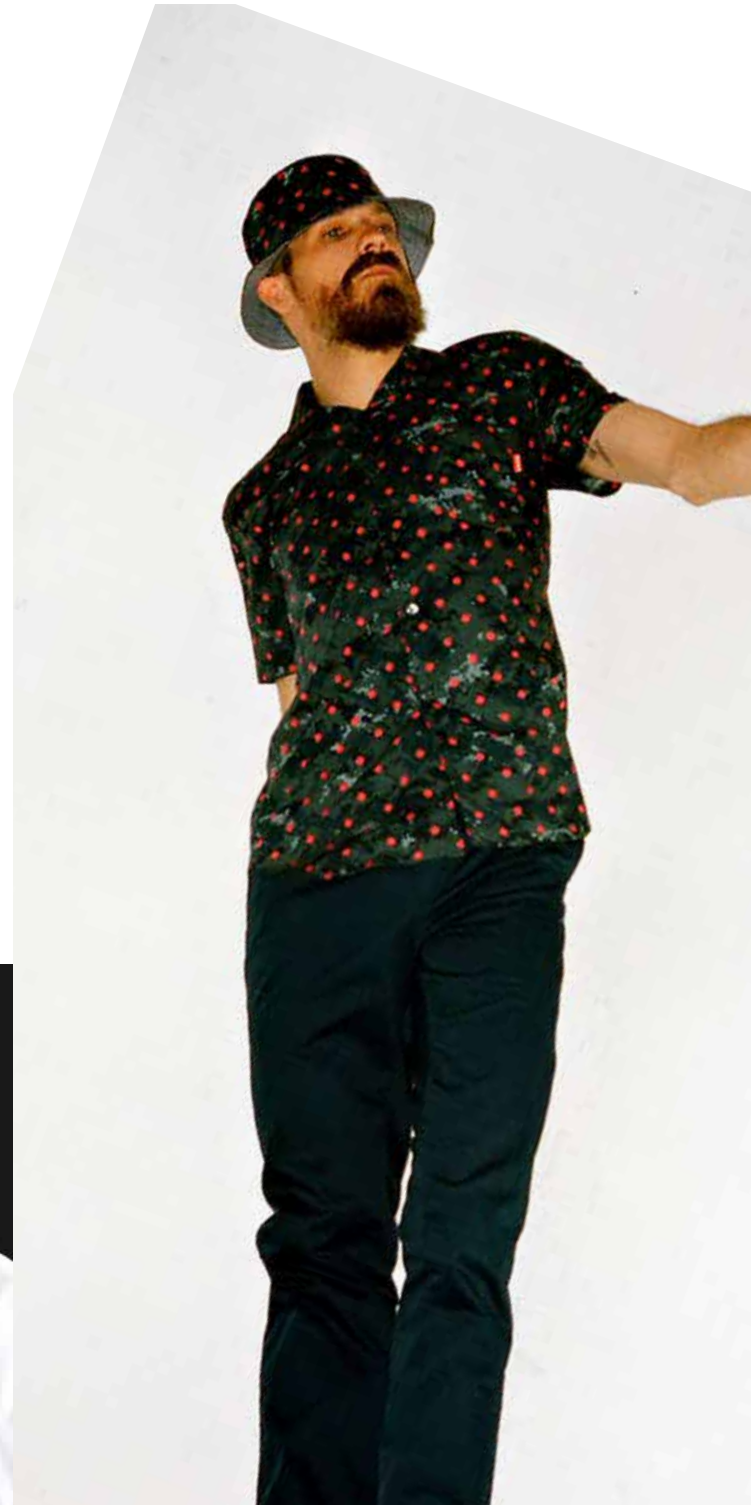
Throughout the 1980s, Comme des Garçons’s clothes often were associated with a ‘distressed’ & ‘punk’ style. CDG’ designer fashion lines are designed and produced in Japan. Lines including Comme des Garçons Comme des Garçons, Comme des Garçons Noir, Comme des Garçons Homme, Comme des Garçons Plus, Comme des Garçons Man, Comme des Garçons Deux and Comme des Garçons Shirt, are all handmade.

This is because Comme des Garçons adamantly values the quality of hand-made garments, reflected in the more expensive price and longevity of their products.

HOMME STAFF POLO / *Spring 1989*



CDG X SUPREME / *Spring + Summer 2012*



Play, the company’s luxury casual streetwear line, is mainly produced in Japan, Spain, and Turkey, with France’s Play factory still utilizing many hand-made procedures as opposed to Japan, Spain, and Turkey’s production line factory. This is because France’s factory also produces hand-made only lines, including Tricot Comme des Garçons, Comme des Garçons Homme Plus Evergreen, and Junya Watanabe.

It is believed that all fabrics are produced in Japan, but some China and Australia sold pieces are hand-finished in France for quality control purposes, distinguishable by the hand stitched heart emblem.

Signature Comme des Garçons boutiques are located in London (Dover Street Market), Paris, New York City, Beijing, Hong Kong, Seoul, St. Petersburg, Tokyo, Kyoto, Osaka, Fukuoka. The company also maintains concessions at select department stores, such as Isetan. In Paris, a Comme des Garçons perfumery can be found at 23 Place Marché St-Honoré.



CDG PLAY LINE / *Est. 2002*

Rei Kawakubo / Comme des Garçons Art of the In-Between



THE ART OF INBETWEEN EXHIBITION POSTER / *Summer 2017*



INFINITY OF TAILORING EXHIBITION / *Autumn 2013*

Starting in May 2017, Rei Kawakubo will be the subject of one of the Metropolitan Museum of Art's fashion exhibitions in New York. Vogue magazine and the Metropolitan Museum in New York have announced that the exhibition dedicated to Kawakubo is scheduled for its 2017 season between the fourth May 2017 and the fourth September 2017.

In an interview with Vogue in April 2017, Andrew Bolton, the curator for the Kawakubo exhibit at the Met stated: "I really think her influence is so huge, but sometimes it's subtle. It's not about copying her; it's the purity of her vision... Rei was really involved in the design of the exhibit". Bolton also stated that the exhibit in May 2017 will be an austere, all-white maze hosting approximately 150 Comme ensembles.

Rei Kawakubo's fashion-as-high-art genius is never not on display at Comme des Garçons', whether she's exploring new silhouettes that distort the human body or challenging conventions of what a piece of clothing even means or has to be.

There's the omnipresent CdG Play striped tees that, other than their instantly-recognizable heart logo, are about as basic as it gets.

Then there's the brand's collaborations with Nike and Converse that put tweak classic sneaker silhouettes like the Blazer and Chuck Taylor. In fact, wearability has been a cornerstone of the brand since Kawakubo and co. started producing menswear.



CDG PLAY CONVERSE HI / *Winter 2016*



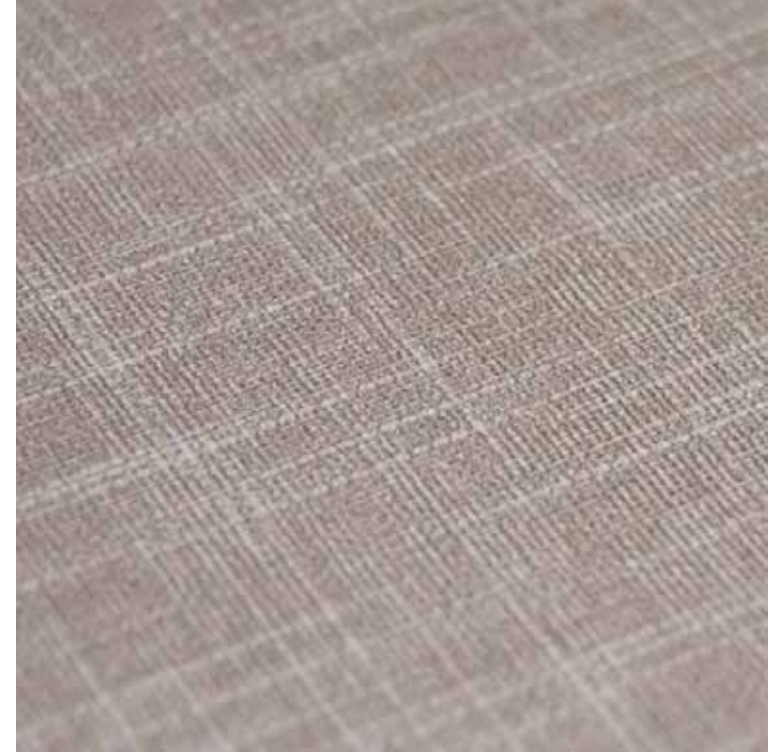
COLLAR
CDG x Vetements 2016

part of garment that fits around a person's neck, normally folded down



BUTTON

a small disk or knob sewn onto a garment, either to fasten it by being pushed through a slit made for the purpose, or for decoration



FABRIC

cloth or other material produced by weaving cotton, nylon, wool, silk, or other threads together

MIND YOUR PATTERNS

Shirts are the first piece of the menswear puzzle, and are the closest item worn to your upper body. The term 'shirt' is comprises of any cloth garment worn as the bottom layer on the upper body.

From dress shirts worn with suits to more casual shirts worn with jeans, shirts traverse all forms of menswear and have a place in almost any outfit imaginable. When considering the formality of a shirt, compare it to the full-dress shirt used in black or white tie outfits.

Embellishments such as pockets, colours, patterns, different cuff styles, long collars and epaulettes all serve to make a shirt less formal.



STANDARD CUFF

the end part of a sleeve, where the material of the sleeve is turned back or a separate band is sewn on

Most people simply refer to a shirt by the pattern it holds or the fabric that is used to produce it; while there are indeed specific names for different styles of dress shirt, it is far more useful to know the different components that comprise them.



TARTAN PLAID
Fall 2014

a pattern consisting of criss-crossed horizontal and vertical bands in multiple colours. Tartans originated in woven wool, but now they are made in many other materials.



CONTRAST COLLAR
Spring 2011

A shirt with cuffs + collar, normally white, that are different colours to the body, accenting its the collar end sleeve ends of the shirt.



CLASSIC WHITE
CDG x Supreme Spring + Summer 2013

a classic white dress shirts to give you that clean and timeless look an essential for any wardrobe you can think of.



VERTICAL STRIPES
Autmn 2014

Wearing vertical stripes makes you seem taller and in horizontal hoops, you'll look wider. But its a classic boat or bussiness style shirt.



RAYON (PRINTED + PATTERNED)
Spring 2009

a kind of garment formed of geometric shapes images and typically repeated like a wallpaper. This includes screen printed or woven patterns.



GINGHAM
Spting 2013

Gingham is a medium-weight balanced plain-woven fabric made from dyed cotton or cotton-blend yarn. It is made of carded, medium or fine yarns.



DENIM
Summer 2006

a sturdy cotton twill fabric, typically blue, used for jeans, overalls. They get better over time & more washes, soon it wll be your favorite shirt.

NECK

the collar should fit snug whether it remains open or stays closed

TORSO

the buttons lie flat and fabric does not pull between them

SLEEVES

The cuff should fall between the crook of your thumb at the base of your wrist



LOOSE COLLAR FITTING / CDG x Vetements 2016

A dress shirt's size is almost always dictated by the size of the neck. Thus, when shopping for a shirt simply take the neck measurement you took in Part 1 of this book (in inches or cm, depending on where you are from) and find a shirt with a corresponding neck size.

When trying on a dress shirt, button it up all the way to the top. The collar should be snug but not constricting – you don't want to choke yourself. The shoulder seam should be as close as possible to your shoulder joint, and the sleeves should reach the crease on your hand where your palm meets your forearm.

Sleeves should be loose enough to allow movement and to not show your muscles beneath, but tight enough that there is no billowing fabric. Around your torso, the shirt should be snug with little to no billowing fabric but not so tight that it restricts movement.

LONG SLEEVE FIT / CDG x Vetements 2016





CDG X SUPREME / *Spring + Summer 2013*

Each execution has a strong impact on the way the shirt fits into an outfit. Most men just wear their shirts in the 'standard' way – sleeves down, with a tie and jacket.

If you've never done so, I strongly encourage you to experiment with your shirts to find out which way you most like to wear them.

These feature dress shirts worn 3 different ways, for different occasions. With the sleeves down, the shirt looks conservative and dressy. With the sleeves rolled to the elbow, the shirt becomes much more relaxed and casual.

With the sleeves rolled to the mid-bicep – quite prevalent 1960s British street style – the arm muscles are exposed, creating a somewhat tough and threatening look. Note, this is not something that men with large muscles should ever do.

Finally, in the last picture, the shirt is opened with sleeves rolled, atop a crew neck t-shirt. This is the most relaxed style of the four and makes the shirt appear airy and free-flowing.



CDG PLAY / *Spring Collection*



CDG X SUPREME / *Fall + Winter 2015-16*

DOVER STREET MARKET

This is a one stop experience for retail therapy. Anyone interested in trend setting, avant grade fashion need go no further. Run by Comme des Garçons, the New York version of this global franchise does not disap-point with its seven levels of clothing, jewelry, acces-sories, and even fragrance from the legendary CdG line. The best thing about DSM is the service, everyone is very accessible, warm, and will go out of their way to give you the best experience possible.

DSM LONDON
18-22 Haymarket
London SW1Y 4DG

DSM GINZA
Komatsu West
Ginza, Tokyo
104-0061, Japan

DSM NEW YORK
160 Lexington Avenue
New York, NY 10016

DSM SINGAPORE
Block 18 Dempsey Road
Singapore 249677



DOVER STREET MARKET LONDON / CDG for The Beatles 2016

KITH X BAPE LOGO TEE / *Fall 2016*



CASUAL SHIRT

Used strictly as underwear in the 19th century, wearing t-shirts as a standalone garment was frowned upon until the 1950s – when Marlon Brando wore one in his iconic portrayal of Stanley in the film entitled *A Streetcar Named Desire*.

Since then, the humble t-shirt has become a mainstay of casual style. Most men feel at their most comfortable when wearing a basic t-shirt, and I suggest keeping 5-10 variations in your own wardrobe.



BAPE LIFESTYLE HOTEL / 9 Dongdaqiao Rd, Chaoyang Qu, China

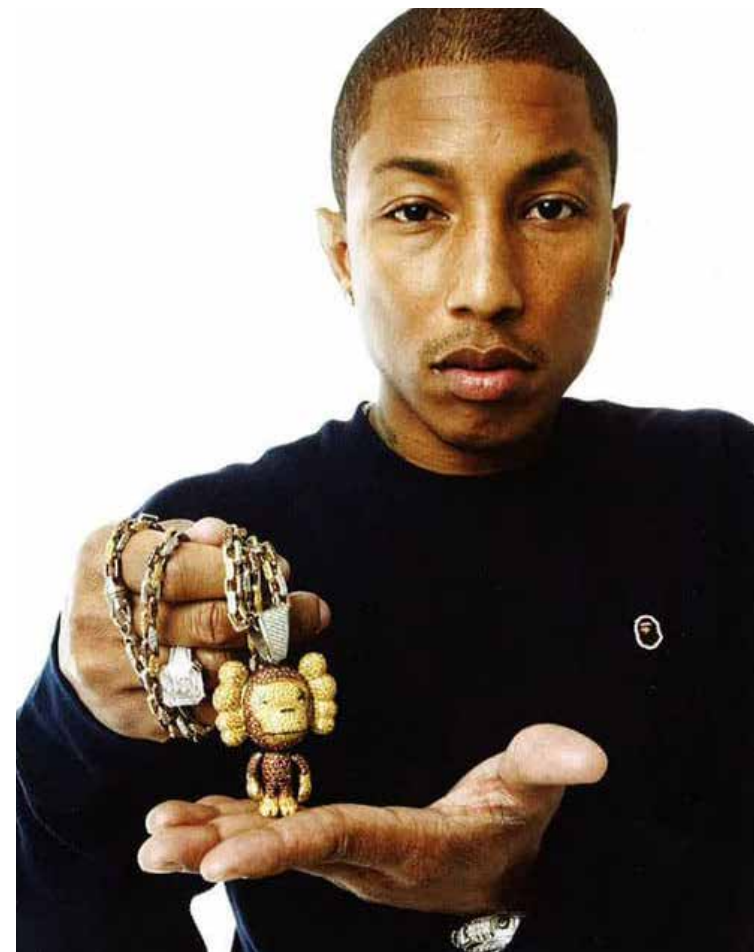
A BATHING APE

Bape was founded by Nigo in 1993 in a single store in Harajuku called Nowhere which he opened with his highschool friend Jun Takahashi (of Undercoverism fame). The brand's full name is A Bathing Ape in lukewarm water, and has two meanings. The first and most obvious is a reference to the film Planet of the Apes.

The second meaning refers to the Japanese method of bathing which typically involves water at a temperature above 40 degrees Celsius. To bath in water that has gotten lukewarm after a long period of time is an over-indulgence, a luxury, and thus he is gently mocking the laziness and opulence of the generation of Japanese youths which consume his products.

The brand maintained a deeply underground image by selling at low volumes and not advertising in traditional manners, but a 2001 collaboration with Pepsi spread the brand's image name all around Japan and thrust it into the the mainstream spotlight.

In 2003 Nigo befriended Pharrell Williams of Neptunes/N.E.R.D., which kick-started hip hop's obsession with Bape. This was the first time Bape had ever really been introduced to the US (prior to this Nigo had thought of selling to Americans as too "mass market.")



PHARRELL WILLIAMS O.G. BAPEHEAD



NIGO, born Tomoaki Nagao, was a devout hip-hop addict, and it was this that served as his introduction into the scene he would later go on to dominate. At 16 he would regularly venture into Tokyo to go record shopping at a store called Cisco, that year managed to save up enough to purchase his first set of turntables.

Enamored with hip-hop and its style, the wannabe-DJ began dressing like the icons he found on record sleeves: people like Public Enemy, LL Cool J and The Beastie Boys became his icons.

After high school, NIGO swapped sleepy Gunma for the neon lights and late-night bars of the nation's capital as he accepted a place at the seminal Bunka Fashion College. However, while he did attend classes, NIGO's

real education was in Tokyo's nightclubs, where he mostly found himself making connections that would further his fashion career more than any lessons in pattern-cutting ever would.

He would later remark that he learned "zero" from Bunka, and the most important thing he took from it was meeting Jun Takahashi, who would eventually go on to found the coveted brand UNDERCOVER.

As a softly spoken individual who had always chosen to communicate in a strictly visual sense, it was no secret that the designer had a weak spot for collecting. Whether it was famous works of pop art by the likes of KAWS, Futura and even Warhol, or rare toys (his Star Wars collection alone was valued at \$250,000), NIGO was a true cult obsessive. And, as his success grew, so did his shopping habits.

Today, NIGO keeps himself occupied with his altogether more refined label, Human Made, which focuses on high-quality vintage reproductions. He also works with Japanese high-street powerhouse Uniqlo as the head of their UT T-shirt line, and has a sporadic collaborative relationship with german brand adidas.

However, while all these projects have merit in their own right, nothing yet has touched the fervent energy that once characterized Bape in its glory years. In many rights, it is a nostalgic longing for those years that still drives much of NIGO's own personal appeal.



BAPE X WARHOL PILLOW / Winter 2016



CASUAL SHIRT BASICS

Here are three types of basic casual shirt, and as with jumpers, they are defined by their neck style: crew neck, V-neck and boat neck. A t-shirt has varying degrees of drape and fitting style.

The neck, the chest and the arms can either be tight-fitting, free-flowing or somewhere in-between.

The way that a basic t-shirt fits your body determines its level of formality; if it’s slim and well-fitted – like a dress shirt – then it will be much more formal than a relaxed, drapey variation.



POLO COLLAR

features four to five inches of extra fabric that rises above the collar is generally folded over for a much thicker neckline



RUGBY COLLAR

in a similar style to polo shirts but with a stiffer collar for rigid style

CREWNECK TEE

crew neck is the most basic and common form. It features a round shaped opening that is worn close to the neck and is relatively tight-fitting





V NECK SOCCER JERSEY
Spring + Summer 2016

a neck on a garment that comes down to a point on the throat or chest, resembling the shape of the letter “V”



SOLID COLOR T-SHIRT
Fall Winter 2016

any casual shirt with solid colors for a more minimalistic style, choose your colors wisely, often times they make a bold statement



CAMO POCKET TEE
Fall 2012

similar to a breast pocket, this is an embellishment that adds a bit of class to a bland tee, use it for pens, cash etc.



BAPE X CHAMPION JERSEY
Summer 2016

the ultimate in casual for the sports fan, this with a pair of shorts and you will be ready to ball anytime anywhere



GRAPHIC T-SHIRT
Summer 2017

a printed shirt or graphic shirt is a shirt bearing a design, image or lettering on it. Printing is done with textile or traditional screen printing methods



CAMO WAFFLE HENLEY
Fall 2015

A Henley shirt is a collarless pullover shirt, characterized by a placket beneath the round neckline, sometimes made with soft textured fabric



ONE POINT POLO
Spring 2011

A polo shirt, also known as a golf shirt and tennis shirt, is a form of shirt with a collar, a placket and typically two or three buttons, and an optional pocket



CONTRAST RUGBY SHIRT
Season Unknown

a top of a kind worn by rugby players, having a buttoned collar and typically long-sleeved with broad stripes.

BAPE SIZE TAG



T-shirts follow a simple “small, medium, large” sizing format. These sizes are far less precise than their formal equivalents, reflecting their relaxed-fitting and extremley casual nature.

A t-shirt’s fitting rules vary depending its specific style; if it features a deep neckline and a long, drapey design then it will fit quite differently to a tight-necked, slim-fitting variant.

In general, though, it’s best to wear t-shirts whose shoulder seam should fall as close to your natural shoulder as possible. There should be no billowy fabric around your waistline, nor should the t-shirt be so tight that it clings to your body.

NOT TOO TIGHT
your collar and shirt body shouldn't be too tight, unless you're a british rockstar, its un-flattering to most men

SLEEVE LENGTH
even short sleeves need the right fit, shoot for a length halfway to 3/4 between the top of your shoulder and elbow

Most men find that a t-shirt is most flattering when the arm reaches around about halfway between the top of the shoulder and their elbow.

This sleeve-length is enough to subtly accentuate the bicep without brazenly showing it off which is something that muscular men should always seek to avoid

NOT TOO LONG
a t-shirt that touches your knee is a bit out-dated, try and keep the length of your shirts to your waist if not a little bit below



CAMO CREWNECK / *Spring + Summer 2017*1ST CAMO POLO / *Spring + Summer 2015*

As mentioned earlier on in this article, BAPE was one of the first fashion labels to create products encompassing every corner of everyday life, allowing streetwear fans to literally live a branded lifestyle.

Beyond clothes and sneakers, the brand has produced kitchenware, furniture, toiletries, fishing hooks, bed linen, skateboards and much more. Nowadays every brand produces wildcard products, from Supreme and Palace all the way up to Louis Vuitton and Comme des Garçons, but BAPE was one of the true pioneers of the “lifestyle brand” concept.

APE HEAD TEE / *Spring + Summer 2015*

SPACIAL EXPERIENCE

BAPE STORE(R) Harajuku is situated behind Jingumae Primary School. The first floor features their women's clothing lines, and the second, men's. The third floor was refurbished in June 2010, and reopened as the new concept 'shop-in-shop' space Rock and Roll Store Harajuku, developing ever more diverse ways to enjoy the world of the internationally recognized brand.

BAPE NEW YORK

91 Greene street New York
NY, 10012 U.S.A.

BAPE LOS ANGELES

8001 Melrose Ave
Los Angeles, CA 90046

BAPE HIROSHIMA

7-33 Fukuro-Machi Naka-Ku
Hiroshima-City 730-0036

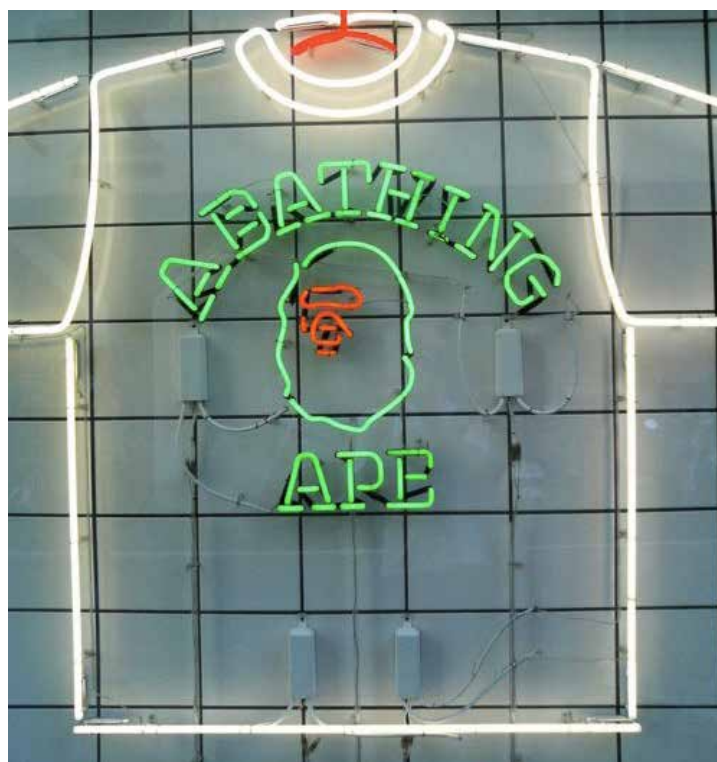
BAPE HONG KONG

Block 18 Dempsey Road
Singapore 249677

BAPE STORE SEOUL

47, Seolleung-Ro 162-Gil,
Seoul, Korea 06015

BAPE LONDON / 40 Duke St, Marylebone, London W1U 1AT, UK



NEON STORE INSTALLATION / Aoyama, Japan

BAPE HARAJUKU / 4 Chome-21-5, Jingumae, Shibuya, Tokyo 150-0001, Japan



PANTS



The male leg is rarely a beautiful thing; it bulges, it sweats and it has an ungodly amount of hair. So aside from preventing indecent exposure, the humble pant serves to protect, slim & elongate the wearers legs

Pants are perhaps the most basic item in a man's wardrobe; every man wears them nearly every day, yet most never take the time to consider how dramatically they can change an outfit.

BUILT TO LAST

From the rail roads to the street scene, over the past 120 years Carhartt have made a credible name for themselves with sought after products and a strong brand ethos: durability, style and quality. Today the Carhartt’s still run the business, offering heavy duty garments that promise the same standard of quality to a slightly bigger client base.

They started out producing cotton duck overalls – a heavy woven canvas fabric – aimed at Detroit’s blue collar workers. At that time, Detroit was the industrial hub of America, and there was high demand for the utilitarian, heavy duty work wear.

The ‘Union Made’ label stitched into each pair of Carhartt duck overalls was a guarantee that made the products so appealing to the blue collar work force they were aimed at and cemented Carhartt’s quality and reputation among its customers.

This certified that each Carhartt garment was American through every stage of the process from the materials, to the workers producing it. Buying a Carhartt overall meant supporting a unionised workforce that were treated fairly and paid well, an ethos & testament that built the reputation of the brand.



EARLY WORKFORCE ADVERTISEMENT / 1910

100TH ANNIVERSARY AD / 1986



Carhartt’s foray into street wear and their support of the independent music and street scene proves they are as current and vital to clothing and culture as they were over a century ago.

In 1994, Edwin Faeh established his project ‘Work in Progress’ and became the first distributor of Carhartt in Europe.

Before that, Edwin had been working under a title called ‘All Ameri-

can Project’, which retailed authentic American brands to a much larger European Market.

In a smart move by Carhartt, by allowing a European extremity to manufacture and distribute, and then design the clothing for a market he had more scope on allowed the brand a greater bearing.

Soon colours and styles exclusive to Europe were being made.

With the distinct American style of Carhartt, the WIP designs appealed more to the European sensibility.

It was noticed that the label was mainly being distributed to skate shops and independent stores.

Carhartt had evolved from an All American brand into a true staple of street wear.were treated fairly and paid well, an ethos & testament that built its reputation.

The '90s saw a rise in interest and popularity for supporting the independent street art and music scene. As urban youth subcultures took off the ground, Carhartt WIP came to prominence as the brand that clothed its dignitaries. Having sponsored the scene, its up and coming projects and stars for years, Carhartt had discerningly implemented an ingenious marketing strategy.

From the off set Carhartt WIP cottoned onto how investing in art and music cultural movements could promote their clothing to a specific following. Combining their endorsement of the scene and Hamilton's original pursuit for high quality, durable clothing, Carhartt WIP have come to the forefront of street and work wear. Collaborations with like-minded projects like Mahogani Music, Vans and Stussy have cemented their relationship and reputation with and within the scene.



CARHARTT X STUSSY / Fall + Winter 2015

BRAM DE CLEEN AD / Carhartt WIP 2010



In totality, Carhartt WIP is a brand that stays true to their skate and street wear roots with sweatshirts, t-shirts and utility jackets all featuring simple utilitarian design with urban street wear features like bold graphics or the raglan sleeve. With so many brands cropping up on a monthly basis – it's brand such as this, who stay true to their aesthetic and origins.



POCKETS

usually small cloth bag that is sewn into a piece of clothing, a larger bag, etc., and that is open at the top or side to be used for everyday storage

BELT LOOPS

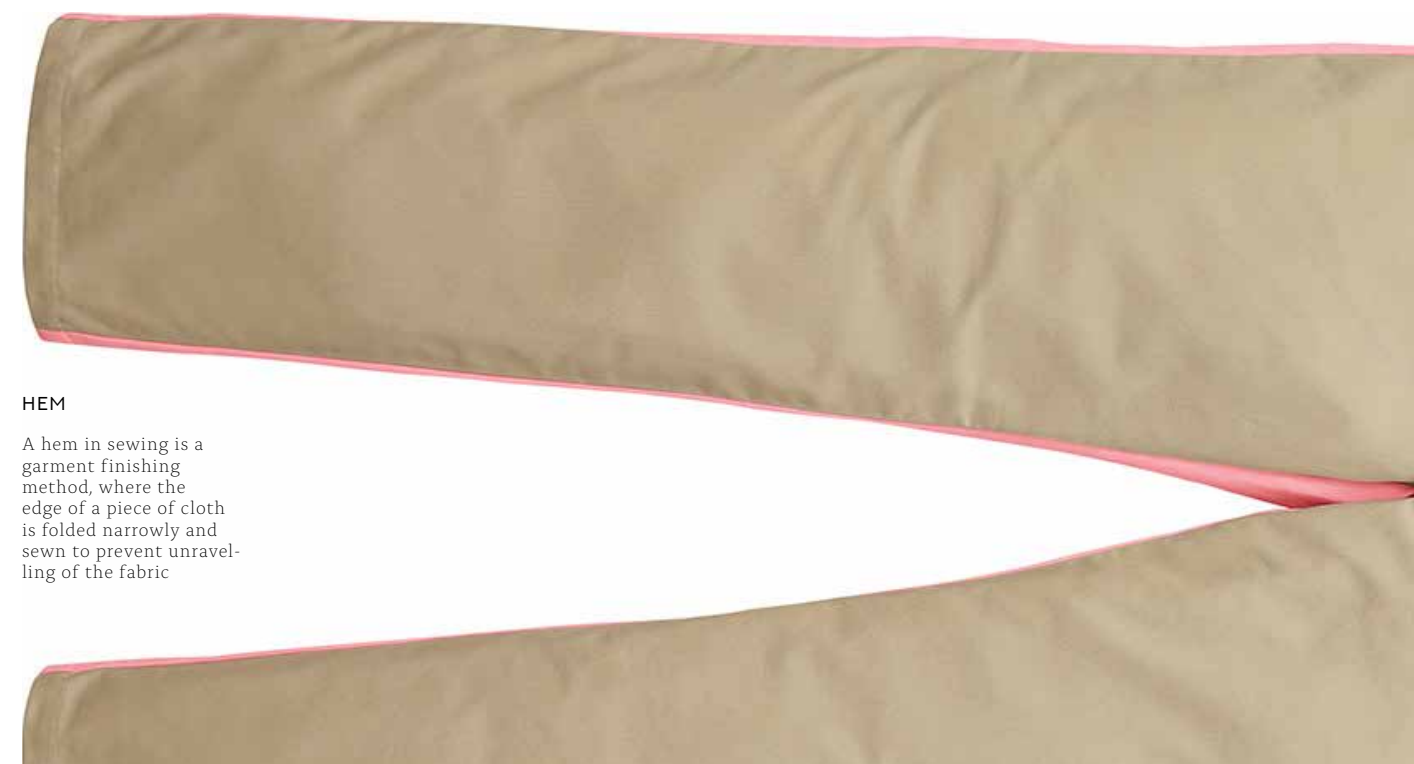
before the 1920s, belts served mostly a decorative purpose, and were associated with the military. Today it is common for men to wear a belt with their trousers.

In formal terms, a good pair of pants is one that successfully elongates the legs, making you appear taller; they bring the legs into better proportion with the torso and make a statement of bold power and self-awareness to the world.

Casual styles favour functionality, being comfortable to wear and relaxed in nature. This mirrors the mindset of the man inside them.

More modern, avant-garde designs aim to drape the body in an interesting way. They reappropriate formal styles and re-cut them into a more dramatic style, such as the drop-crotch.

Regardless of the style you choose, take careful note: one of the most common mistakes that hampers men from dressing well is wearing the “wrong” pants, where “wrong” means ill-fitting, ill-designed and ill-proportioned.



HEM

A hem in sewing is a garment finishing method, where the edge of a piece of cloth is folded narrowly and sewn to prevent unraveling of the fabric

The most important design difference from one pair of pants to another is the way that the fabric drapes the legs. In men's pants, this 'drape' is put into three different categories: tapered, straight and boot-cut. Tapered and straight-legged pants are always preferred.

Tapered pants have a relaxed thigh and become slimmer toward the calf & ankle.

Straight-legged pants are usually the same width at the knee and ankle, creating a straight, tube-like appearance.

Boot-cut pants are wider at the ankle than they are at the knee, similar in concept to flares. Boot-cut pants are rarely flattering on any man. They distort the smooth and elegant flow of the legs and instead make the ankles look fat and bloated.

WOOL TROUSERS
Fall + Winter 2016

Wool pants and trousers are an essential item because they're the middle ground in fashion between jeans, chinos and a full suit



RELAXED FIT JEANS
Spring + Summer 2014

a type of pants, typically made from denim or dungaree cloth. Often the term "jeans" refers to a particular style of pants, also known as "blue jeans," invented by Jacob W. Davis



RIPSTOP CARGO PANTS
Fall + Winter 2012

Ripstop fabrics are woven fabrics, often made of nylon, using a special reinforcing technique that makes them resistant to tearing and ripping, ideal for the outdoors or casual events



TRACK PANTS
Winter 2016

Originally meant for athleisure, the iconic ash grey track pants are now available in other colors too and can serve various purposes like lounging or brisk warm up exercises



CHASE SWEATPANTS
Spring 2016

Sweatpants are a casual variety of soft havy knit trousers intended for comfort or athletic purposes, although they are now worn in many different situations



COTTON COVERALLS
Fall + Winter 2015

a type of clothing made in one piece, worn to cover and protect most of the body and for doing some real dirty work



CORDUROY WORK PANT
Fall + Winter 2012

Corduroy is a textile with a distinct pattern, a “cord” or wale. Modern corduroy is most commonly composed of tufted cords, sometimes exhibiting a channel like pattern



CHINO PANTS
Spring 2017

Chino cloth is a twill fabric, originally made of 100% cotton. The most common items made from it, trousers, are widely called chinos, & are king of the business casual look



PAINTERS SHORT
Spring + Summer 2017

shorts with numerous amount of pockets and holsters for paint, brushes, knives and other needs of a house or canvas painter



WATER SHORTS
Spring + Summer 2015

a short made of lightweight material, normally nylon or lycra, that can be used for swimming, they key here is that the lighter the short the quicker they will be able to dry



STANDARD CARGO
Year Round

the short people love to hate, until they get a pair, then there's no turning back



DENIM
Year Round

Denim Shorts come in a vast variety of washes with intricate hand-done destruction, a gritty attitude and the perfect fit



BASKETBALL SHORT
Season Unknown

an essential for anyone, perfect for realxing, working out, or running errands, not for use in formal situations

The most important factor when buying a pair of pants is the waist measurement.

This is generally what the size of the pants refers to, but as mentioned in the measurement section, casual sizes are generally a few inches below the measured size, so a size 30 waist usually fits someone with a 31.5 – 33” waist .

The way a pair of pants fits varies greatly, and depends heavily on the style of the pant. Some have a relaxed thigh and a tapered calf; others are super skinny all through the leg; others still are cut to drape down dramatically along your legs. The style you choose (and the subsequent way that it fits) is all down to personal taste. Most men have a huge tendency to buy pants that are larger than their correct size.



NATURAL WAIST

your pants should sit on your natural waist, any higher and you're now rocking dad pants

BREATHING ROOM

once again, leave the skin tight jeans for the rock gods

THE BREAK

your pants should break over your shoes laces, for a more relaxed style try cuffing once, twice max

So here's a good rule of thumb: find the smallest waist size that you can comfortably put on your body. Then try one size smaller to be sure. You want the waist to be as snug as possible, because pants often stretch over time, particularly if they're made from cotton

The second thing to test is the length of your pants. For dress pants, you want the fabric to flow neatly down your leg and have as little bunching as possible towards the ankles. When the flow of the pants is interrupted, it causes a kink in the fabric – called a

“break”. Ideally, dress pants should only have one break, usually about halfway between the knee and the ankle.

For casual pants, particularly jeans, the excess fabric towards your ankle causes multiple breaks, which is referred to as “stacking”. You can have as much stacking as your tastes allow, but be aware that this is a very informal look and tends to make the legs look shorter than a straight, clean line.



JUSTIN PULLOVER & PANT / *Fall 2016*

WIP INDIGO JEANS / *Year Round*



Many men are intimidated by dress pants, assuming that they can only be worn in conservative ways. So take note: just because they are intended for formal wear, this does not mean that they cannot be worn in a casual street style.

Many men wear dress pants with singlets and t-shirts, or seek out dramatic, tapered adaptations that can be worn as part of an avant-garde style.



WIP WOOL TROUSERS / *Spring + Summer 2017*



WORK IN PROGRESS

Carhartt Work In Progress, WIP, just unlocked the doors of its brand new flagship store in New York City's SoHo district. The workwear mainstay's fledgling output is more sizeable than its old shop that was located just around the corner on Crosby Street.

As far as its interior design goes, the sleek boutique is fitted with neon & steel for a modern-industrial look.

WIP MELBOURNE

58 Melbourne Central
Melbourn VIC 3000

WIP VIENNA

Mariahilferstr.1,
Getreidmarkt 17 Wien 1060

WIP GHENT

Sint-Pietersnieuwstraat 38,
9000 Gent, Belgium

WIP COPENHAGEN

Krystalgade 7, 1172
København K, Denmark

WIP MARSEILLE

51 Rue Sainte
Marseille 13001

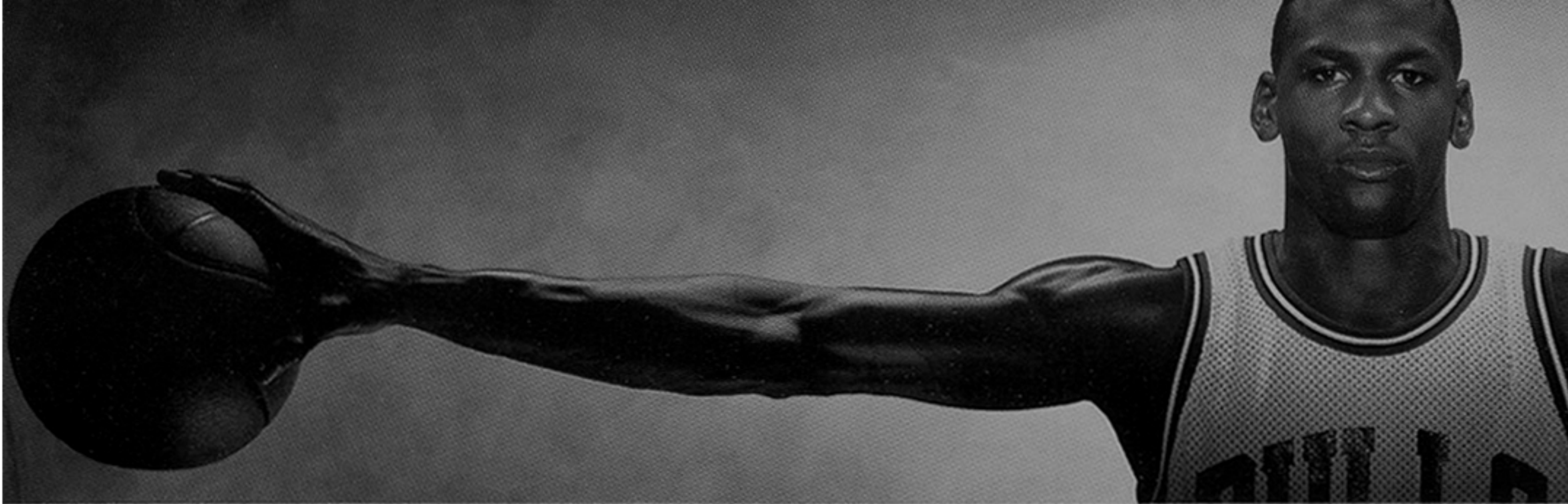


SNEAKERS

Sneakers are generally derived from shoes worn in athletics; rather than emphasising sleek and subtle formality, they emphasise comfort, durability and functionality. They come in two basic forms: high-tops, which rise above the ankle and are akin to boots, and low-tops, which stop just below the ankle.

Designers employ a great deal of creativity when constructing casual shoes, far more than when they designing standard or formal dress shoes.

NIKE X OFF-WHITE / Fall 2017



JORDAN WINGS POSTER / 1989

PUSHING FORWARD

Nike, Inc. headquartered in Beaverton, Oregon, is the largest & most successful brand of shoes, sports equipment, clothing, & controlling more than 60% of the market and becoming a pop icon. The Greek Goddess of Victory for which Nike was named after seems about fitting for their curretn position in

Jeff Johnson, a former rival of Knight, joins the company in 1965 as their first full-time salesperson and sells shoes from the back of his van at local and regional track meets until opening Blue Ribbon Sports' first retail outlet in, Santa Monica California.

In 1963-1964 when University of Portland track coach, Bill Bowerman, and Phil Knight, a mid-distance runner joined forces to import and provide low-cost, high tech running shoes from Japan in order to provide alternatives to the German-dominated athletic shoe market. Operating under the name Blue Ribbon Sports, Bowerman and Knight began to sell the Japanese Onitsuke Tiger, now known today as ASICS.

The Nike Swoosh is a corporate trademark created in 1971 by Carolyn Davidson, while she was a graphic design student at Portland State University. It was here that she met Phil Knight, who was at the time teaching accounting classes at the university. She was paid an astonishingly low commision of thirty five dollars.

Executives decided that she should see something more for her contributions to the company. Eventually, Davidson would be compensated more robustly, with Nike providing her a substantial pay package in 1983.



1964



1972



1978



1985



Present

Blue Ribbon Sports officially incorporates in 1967 and does business under this name until approximately 1970 when Bowerman's desire to improve on the shoe designs of Onitsuke Tiger and Knight's ambition to do more than simply import and resell running shoes.

Inspiration must have struck Bill Bowerman over breakfast one morning because he borrowed the family waffle iron and pour rubber into to create the prototype for the now famous Nike Waffle Outsole.

This invention led Bowerman and Knight to begin designing other shoes, and the company's new name, Nike, Inc. was born when Jeff Johnson, dreams of the Greek goddess of victory, Nike. A succession of shoes, many based on the waffle outsole follows. Some of the most famous are the Waffle Racer, Air Force One, Air Max 93, Max 95, and Air Max 97.

By 1978, the year Blue Ribbon Sports changed its corporate name to Nike, Jon Anderson had won the Boston Marathon wearing Nike shoes, Jimmy Connors had won Wimbledon and the U.S. Open wearing Nike shoes, Henry Rono had set four track and field records in Nikes, and members of the Boston Celtics and Los Angeles Lakers basketball teams were wearing them. Sales and profits were doubling every year.



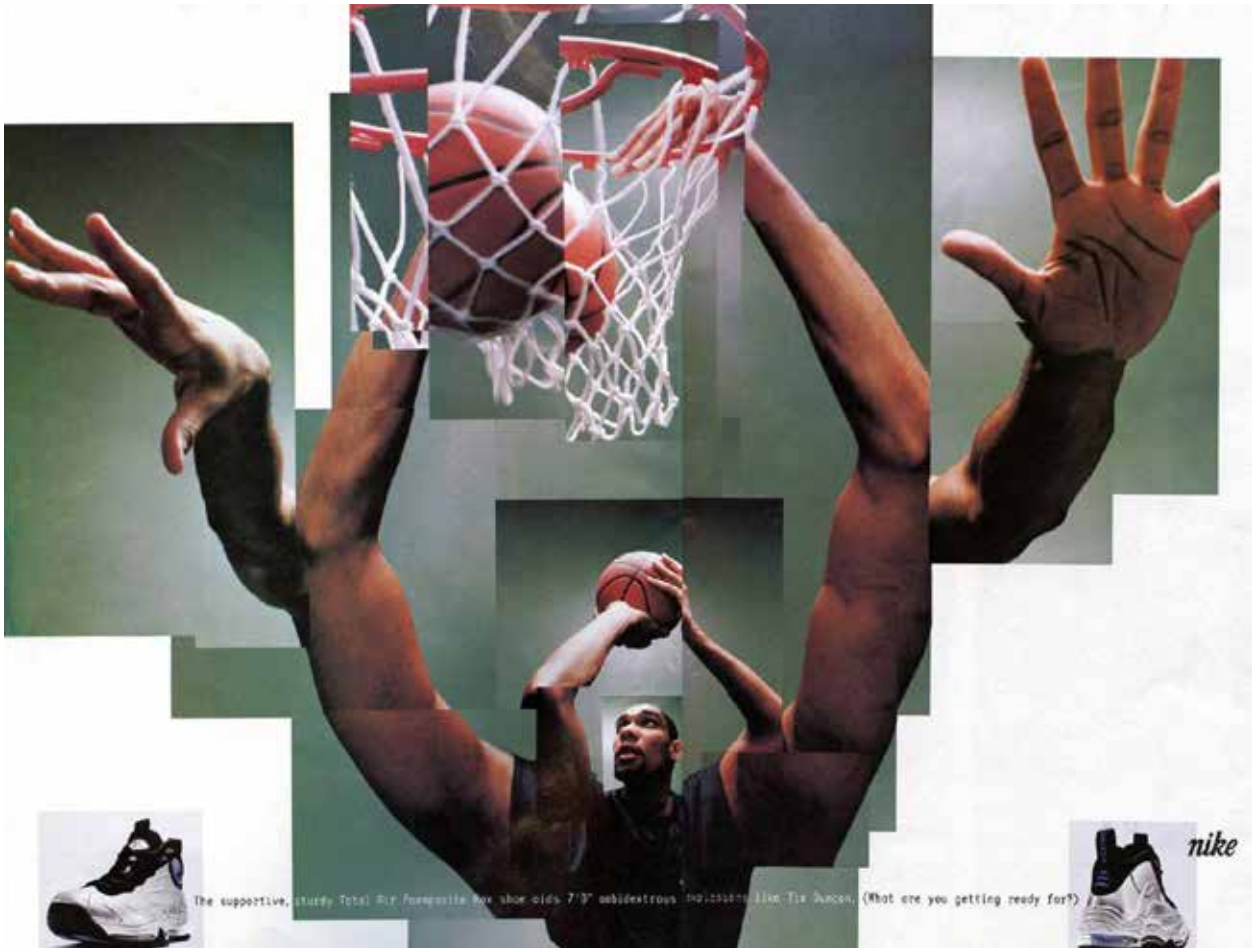
WAFLE SOLE SHOE REMAKE / 2015

Then in the mid-1980s, Nike lost its footing, and the company was forced to make a subtle but important shift. Instead of putting the product on center stage, it put the consumer in the spotlight and the brand under a microscope, in short, it learned to be marketing oriented, and found great success doing so.

In 1988, Nike launched the first of a series of commercials starring Michael Jordan and Spike Lee, neither of whom had yet reached superstar status in their respective fields.

Mars Blackmon, Lee's over-caffeinated fanboy character, elicited laughs with his complete lack of self-awareness, and Jordan's comparative cool helped him win over a generation of basketball fans.

NIKE TIM DUNCAN AD / 1998





MERCURIAL SOCCER CLEAT DESIGN / 2014

Nowadays, Nike arguably represents what a large part of streetwear today has become: fused with sportswear, incorporating tech elements as functionality becomes more of a defining factor. After all, one of streetwear's fundamental roots is of course sportswear. As well as skateboarding, graffiti culture and hip-hop, street- and sportswear are strongly linked partly because the two share inherent functionality.

For now Nike looks to be firmly Invested in pushing the envelope for technical shoes and sportswear, and applying its best practices to its best selling shoes and classic silhouettes.



FLYKNIT APPLICATION ON CLEATS AND AF1 / 2016



PULL TAB
Air zoom spiridon 2016
used to help pull a tight fitting shoe onto your foot. They also allow the shoes to be easily attached to your bag

TOUNGE
found on any shoe with laces. It protects the top of the foot and prevents laces from rubbing against a persons foot

AGLET
a metal or plastic tube fixed tightly around each end of a shoelace.

OUTSOLE
the bottom part of the shoe that comes in direct contact with the ground. Shoe soles are made from a variety of different materials, including natural rubber, leather, polyurethane and PVC compounds

HEEL
Jordan 1 "Chicago" 2015
a solid attachment of a shoe or boot forming the back of the sole

MIDSOLE
a layer of material between the inner and outer soles of a shoe, for absorbing shock.

TOE BOX
the section of material placed between the toe-cap and lining of a shoe

TOE CAP
a piece of material or rubber fitted over the front part of a boot or shoe as protection or reinforcement from wear



PRIMITIVE ROOTS

Sneakers are a relative of the runner, which value design over function. They are often sleek and minimalist and are far more appropriate for casual use than shoes designed for athletics.

The most common sneaker style is the plimsoll, which has a canvas upper and a rubber sole. Common examples include Converse Chuck Taylors also known as "Chucks", Vans Classics and Dunlop Volleys.



TENNIS CLASSIC

Nike x Fragment Summer 2016

a low shoe, normally white, that has great traction that has graced the tennis courts since the late 1800's



CASUAL TRAINER

Stussy x Nike 2015

when the Nike first came out with shoes with air pads, the people loved it, till this day they are some of their most popular shoes for everyday wear

JANOSKI SLIP ON

Year Round

originallt popularised by Vans, this shoe has inspired a cultre way beyond the surf & skate world, a must have for anyone who loves casual wear



URBAN JUNGLE BOOT

2017

a prefect fit for the urban ninja look, or trekking through the snow that collects on the sidewalk edges of canal st.



CANVAS HI TOP

Since 1908

Converse Rubber Shoe Company was created by Marquis Mills Converse in 1908 in Malden, Massachusetts. In 1917, the company designed the forerunner of the modern All Star, marketed under the name Non-Skids, one of the most infamous shoes in the world, converse is now owned by Nike





SKATE MID
Nike x FTC 2017

as essential for any climate, these loose mid height shoes are great for skating or just biking down to the beach



ATHLETIC TRAINER
Air Presto Olympic 2016

sporty, slim and light these shoes provide the necessary support to get a quick training session in on a hot day



MODERN BASKETBALL
Lebron 10, 2016

with all the effort Nike spends on testing their products with the worlds best athletes, you can be sure these shoes are gonna be able to handle whatever your weak ass can throw at them



RETRO BASKETBALL
Jordan 11, Since 1995

Nike made them famous, Jordan made them fly, a must have for any sneaker head is a pair of Jordan 11's. Designer Tinker Hatfield is responsible for the sneaker craze in the 90's, created classic sporty silhouettes for his shoes, that to this day are popular

ULTRALIGHT RUNNER
Flyknit 2017

running has been the foundation of Nike's business model for years, so it's no surprise they hold the title for lightest shoe on earth. Get these to run some laps, or a marathon.





KOSTON SB / 2015

NIKE X BODEGA ACG COLLECTION / Summer 2017



NIKE X VLONE AFI / 2017

Whether a sneaker is 'good' or 'bad' depends on the style of the wearer; if you have a younger style, then loud, bright and over-the-top designs might be right up your alley; if you have a dapper casual style then your shoes might tend more towards a sleek, minimalistic design; whereas if you have a strictly formal or business style then you might avoid sneakers altogether.

The only strict rule I can give, then, is to avoid sneakers that do not fit in with the rest of your outfits. Consider the shoes you buy carefully they completely change the way an outfit looks.



GONE GLOBAL

Nike is known as one of, if not the most dominant apparel brands in the world. With over one thousand retail stores worldwide, its no surprise that Nike is getting close to global market domination. Along with a large volume of stores, Nike often sponsors pop up shops, special boutique and large scale installations for their product, making and Nike store an individual site to be seen. For now we'll highlight some of its most prominent installation locations.

NIKE TOWN NYC

6 E 57th St
New York, NY 10022

NIKE TOWN LONDON

236 Oxford St, Marylebone
London W1C 1DE, UK

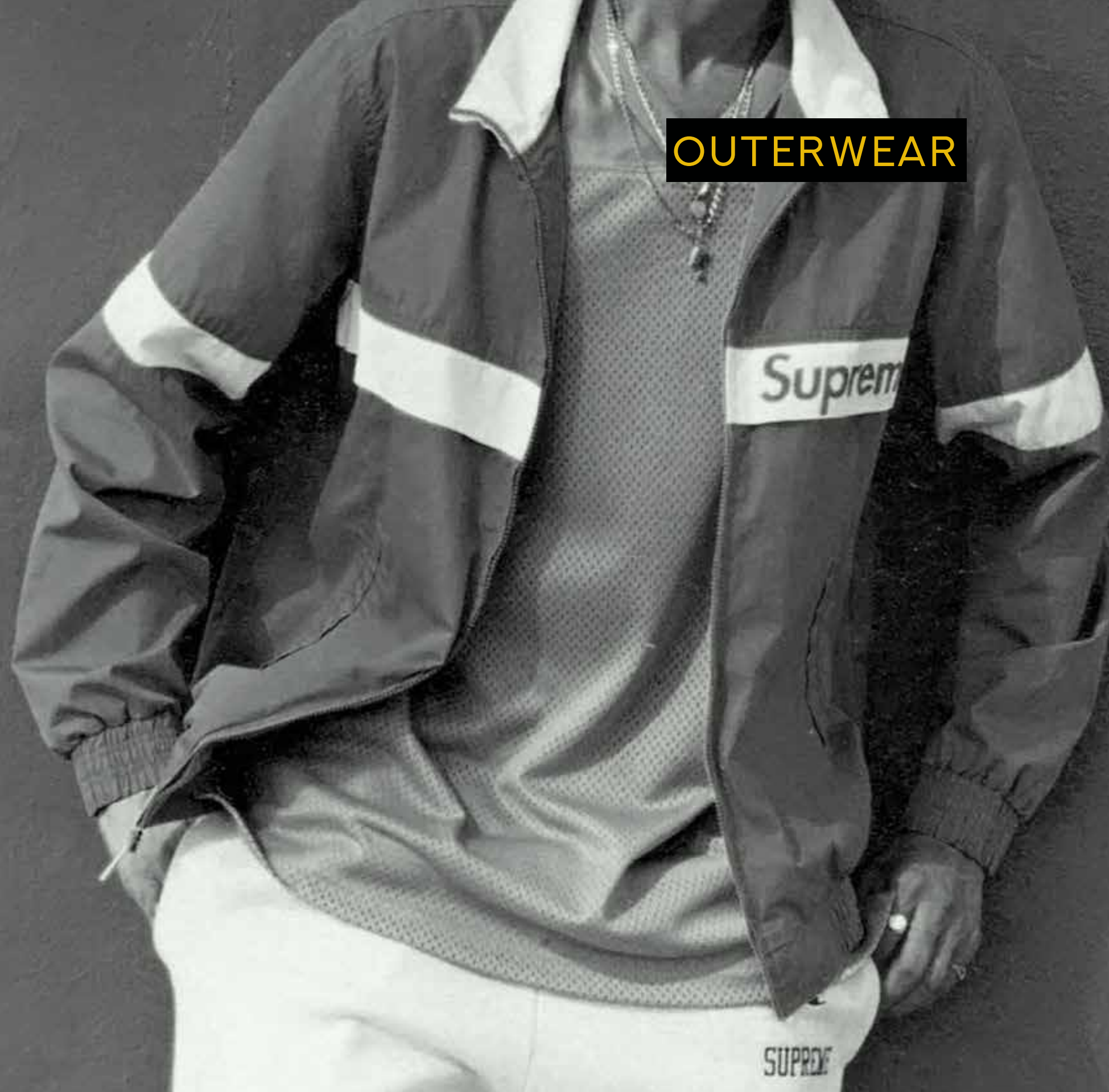
NIKE PORTLAND

638 SW 5th Ave
Portland, OR 97201

NIKE PARIS

65-67 Av. Champs-Élysées
75008 Paris, France





OUTERWEAR



A casual jacket is loose, relaxed and provides function to its wearer in almost any environment. Most casual jacket styles have evolved out of necessity.

With origins as far-flung as Inuits, jungle explorers and World War I fighter pilots, these jackets were all created first and foremost to serve the user. With this in mind, function comes first and style comes second; if wearing a casual jacket, plain styles are always more formal than those with numerous embellishments.

A LOVE SUPREME

James Jebbia, the man who, in 1994, founded and to this day runs the SoHo-based company that has been making clothing and skateboards and a lot of other things that the people who love it absolutely have to have, doesn't think of Supreme the way most people in fashion might, as a brand that started out in a small store on Lafayette Street and has since inched its way to legendary status. He thinks of it more as a space.

When Jebbia was a teenager in Crawley, West Sussex, in the eighties, working at a Duracell factory, listening to T. Rex and Bowie on breaks and spending his spare cash on trips to London to buy clothes, it was always in a certain elusive kind of store—one that became the model for Supreme. “The cool, cool shop,”

His office a few blocks west of the Supreme store is adorned with a skateboard designed by Raymond Pettibon; some drawings by Jebbia's kids, age 8 and 10; and a larger-than-life-size portrait of James Brown—whom Jebbia, crucially, sees as not just the hardest-working man in showbiz but as a guy who never played down to his audience. Jebbia is, likewise, ever-mindful of his customer, who is generally aged eighteen to 25 and wants simply to buy cool stuff—and who will pay for it, assuming it's worth it.

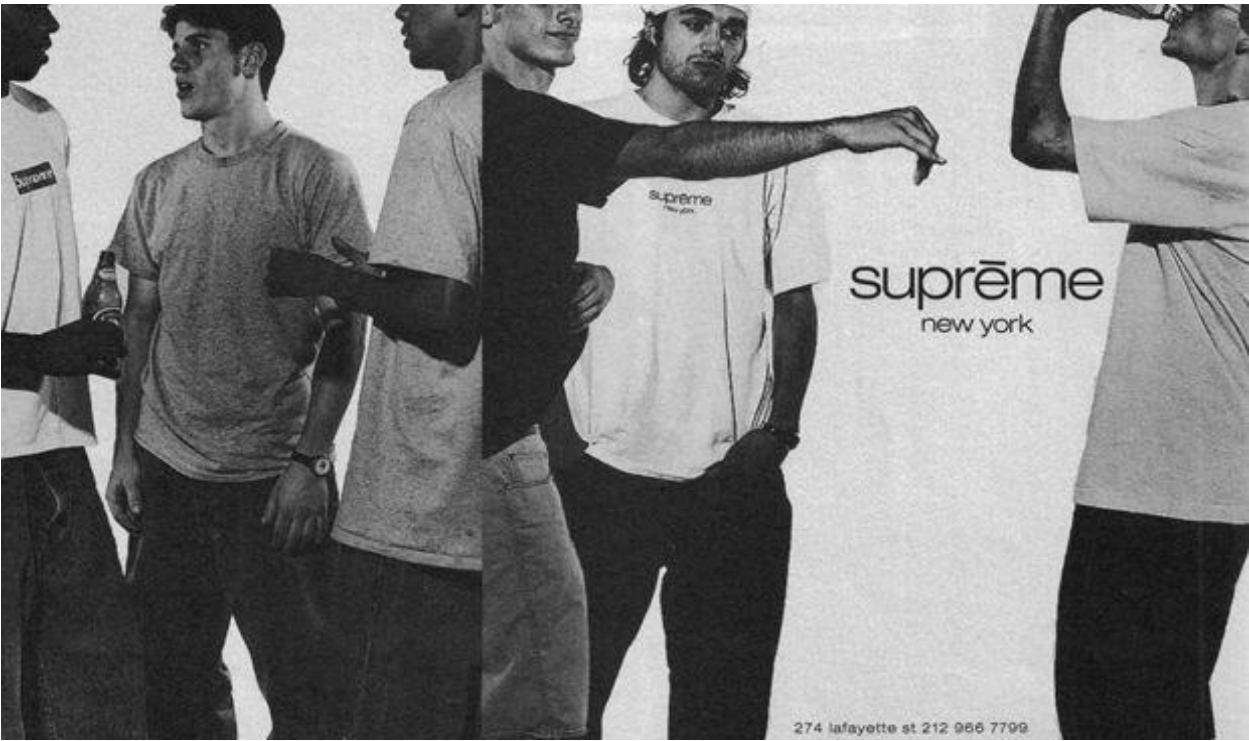


JAMES BROWN TEE / 2013



SUPREME NYC STOREFRONT

EARLY ON ADVERTISEMENT / 1996



Nothing about Supreme was planned in advance, its success a coincidence of place, time, and hard work. By the time he was nineteen, Jebbia had left England and was a sales assistant at a SoHo store called Parachute. From there, he worked a table at the nearby flea market, then founded a store, Union, on Spring Street that sold British goods and streetwear.

Union did well enough until it began to sell clothing designed by Shawn Stüssy, the skateboarder and surfer, at which point it did great. Next, Jebbia helped run a shop with Stüssy until Stüssy decided to retire. “Now what the hell am I going to do?” he recalls asking himself.

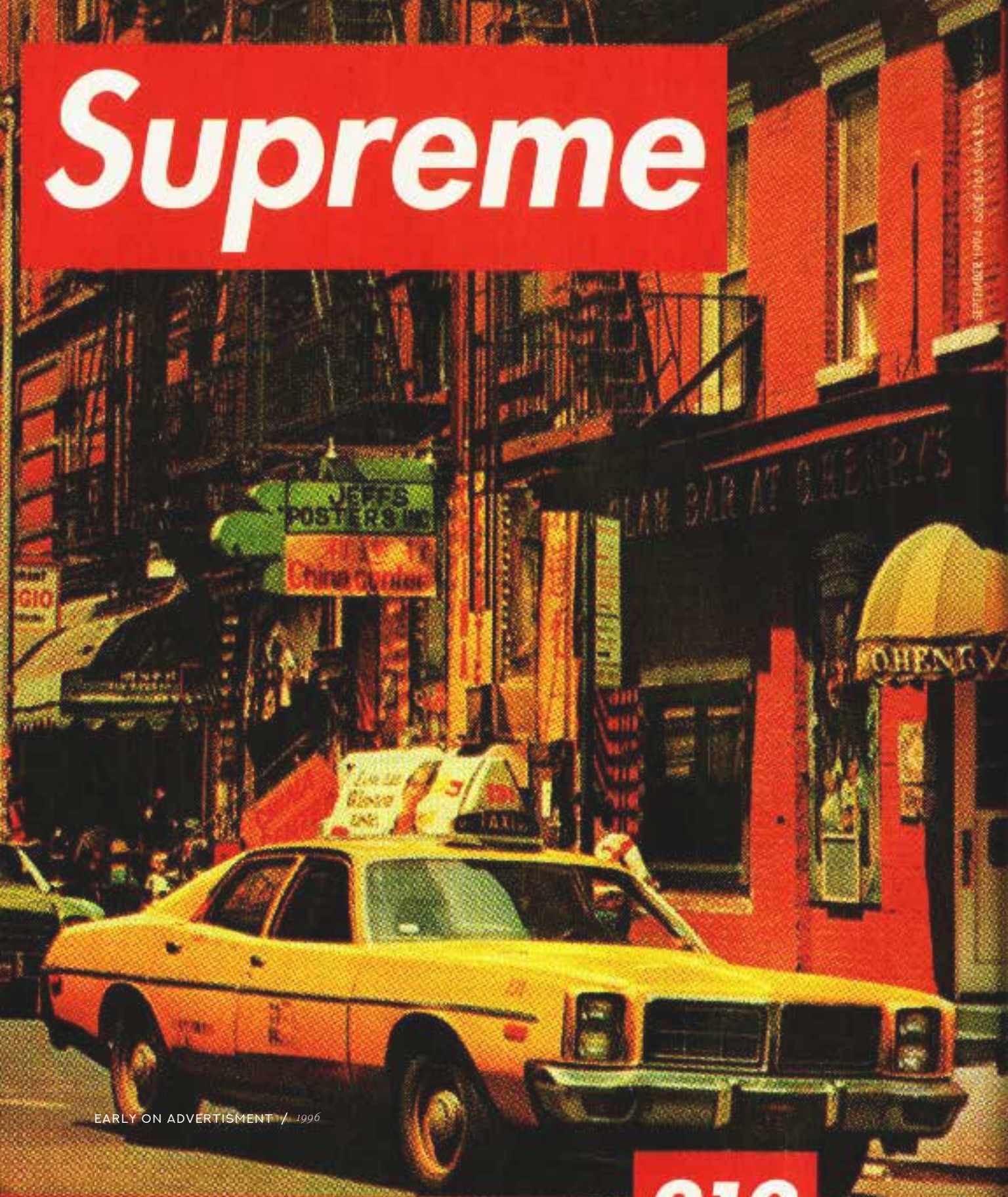
“I always really liked what was coming out of the skate world,” Jebbia says. “It was less commercial—it had more edge and more fuck-you type stuff.” So he decided to open his own skate shop on Lafayette Street. Lafayette was then a relatively quiet strip of antiques stores, a firehouse, and a machinist, but also a Keith Haring shop a downtown art-scene connection that, in hindsight, was key.

Jebbia built a bare open gallery like space then brought in skateboards, cranked the music, and played videos, wildly disparate things like Ali fight videos & Taxi Driver to draw people into the store.

The kids he employed, often skateboarders themselves, were cool, opinionated and, yes, often scowling at the uncool, but allowed outsiders a view into their clique.

The very first employees were extras in Larry Clark's film Kids, written by Harmony Korine, who lived in the neighborhood and recalls Supreme as less of a store, more of a hang though within a year, designers from uptown as well as Europe and Japan were paying attention.

Supreme



EARLY ON ADVERTISEMENT / 1996

274 lafayette st. new york tel. **212** 966 7799

"They were easy adapters to a kind of dissonance, where you have several things at different points on the cultural spectrum that are all connected by a kind of aesthetic or vibe," says Korine. Supreme started a magazine featuring the faces of the young downtown scene—Chloë Sevigny, Ryan McGinley, Mark Gonzales—a mix of models, artists, skaters. "

James tapped into a secret sauce," Korine continues, "and they've kept strong because youth propels the culture, and they are always on the side of the youth. You can't fake that."

Initially, Supreme made only a few T-shirts. Then their customers arrived wearing Carhartt matched with Vuitton, Gucci with Levi's. Soon Supreme tried a cotton hoodie, realizing that if it was simply made a little bet-

ter than what was out there, skaters would be willing to pay a little more for it. According to Jebbia, this sort of thinking isn't unique to skate culture. "Gucci is saying, 'Hey just because you're young doesn't mean you won't love this \$800 sweatshirt,'" he says.

Jebbia can't say enough about designers who respect young buyers rather than simply use them to attract press. The genius of Alessandro Michele, Gucci's creative director, as he sees it, is that he doesn't just show young people wearing pieces on the runway; he hopes they'll actually wear them as they go about their lives. "He's creating exciting products for right now, today,"

VINCENT GALLO FOR SUPREME MAG / Autumn + Winter 2007



DAMIEN HIRST SKATEBOARD DECKS / *Fall + Winter 2009*



JEFF KOONS SKATEBOARD DECKS / *Fall + Winter 2006*

The hoodies worked, as did the fitted caps they tried next. Collaborations came early on, with artists making work for skateboard decks, as well as for T-shirts and other clothing. The painter Lucien Smith credits Supreme's intimacy. "A lot of people don't understand that this is a supersmall group of people who are just working on that original idea—that it is a skate shop,"

The list of artists who have worked with Supreme over the last two decades could fill a gallery space: Christopher Wool, Jeff Koons, Mark Flood, Nate Lowman, John Baldessari, Damien Hirst—even Neil Young. But the collaboration that changed everything was the line of tees, shoes, and shirts produced with Comme des Garçons, in 2012. "I think that opened a lot of doors, a lot of eyes," Jebbia says.

"I have never met anyone with such a strong, single-minded vision who has always stayed close to his sense of values," says Adrian Joffe, president of Comme des Garçons and Rei Kawakubo's husband. "That's why our collaboration was so meaningful—and why the growth of Supreme has in a way mirrored our own."

Spend some time with Jebbia and you get to know his own favorite brands, which include well-known names like Patagonia along with a few you are not likely to have heard of, like Antihero, a skateboard company. "They're very below the radar," he says, "but they are very pure in what they do—I hold them in as much esteem as I do Chanel or Vuitton."

I think a lot of brands reach a point where they say, We kind of have a formula—we've got it made," he says. "Our formula is there's no formula."

FOUNDER + OWNER JAMES JEBBIA



On one recent morning in his office, Jebbia stepped up from his desk and went out for coffee, passing through the studio from which the new Supreme motorized street bike was about to drop, the latest in the seemingly infinite collaborations.

The space is big and open and white-walled and has the feeling of a workshop. The office staff—an industrious, no-frills team of about 40—is dressed elegantly but practically as they prepare to release their new Comme des Garçons Nike Air Force 1s, the long lines on Lafayette Street still a day or two from forming. Out on the street, he offered a tour through his own history. "Parachute was there," he says, "and Comme des Garçons had a store there. . . ."

Jebbia doesn't have a title. "My wife keeps saying I should just call myself founder, but I don't know," he says. " 'Just tell em I run a skate shop' is how I usually put it. But I guess I kind of direct things." He likes to stay out of categories, to be free of market demands. Growth, for instance, is something he is focused on, but at the Supreme pace: slow, but quick enough to satisfy customer demand. "We don't want people to think we are a tricky, hard-to-get brand," he says. "We can only do so many things," he says.

Jebbia is also wary of anything that will raise his overhead or put his ability to take risks at risk. "We're making stuff we're proud of," he says, "not doing stuff to stay alive. I don't think enough people take risks, when you do, people respond music, in art/fashion."

And with that, he's back to being wary. "I've seen brands get comfortable, "but I've never felt comfortable. I've always felt every season could be our last."



HERRINGBONE OVERCOAT / Fall + Winter 2015

SINGLE VS. DOUBLE

Single vs. double breasted is a matter of opinion, mind you that double breasted are more open leaving you vulnerable to the cold on harsh winter mornings



THE MATERIAL

Odds are you will get best use out of an overcoat made from either wool or cashmere. Alpaca and camel are fine alternatives to traditional wools or weaves.

BUNDLE UP

Where formal jackets stress elegance and casual jackets stress functionality, coats place a priority on warmth. A coat is generally seen as 'outerwear'; that is, they form outer layer of the outfit, and are never worn with anything on top of them. Coats can be worn in two ways – casually and formally.

To wear them casually means to buy a coat that fits your exact shoulder size, to be worn with shirts, t-shirts, sweaters and anything in-between. To wear

them formally requires that you buy a size up from your regular shoulder size, and wear them as an overcoat atop a formal jacket. Both of the following coats allow for a versatile look one that looks just as good with jeans & a t-shirt as it does with a suit.

BREAST POCKET

Arc Logo Parka 2016

Some coats have breast pockets that were originally designed a pair of gloves. Having a pocket like this is a sign of good construction





TRENCHCOAT
Spring + Summer 2016

A military design first and foremost, this coat has been adapted for civilian use, as it handles the cold and rain well



PEACOAT
Fall + Winter 2009

The peacoat now comes in a variety of colors and fabrics. Stick with lean, shoulder hugging versions in classic navy blue, grey or black.



MACINTOSH
Fall + Winter 2013

If the weather report says rainy but warm. the Mac is indispensable



TWEED COACHES JACKET
Fall + Winter 2009

When a parka is too casual and a camel coat too formal try this alternative, for a functional yet sophisticated look



TOGGLE COAT
Spring + Summer 2016

A collegiate staple, the toggle coat can be grown up but stil remains causal for the weekend road trip



STADIUM JACKET

Fall + Winter 2016

Whether your on the sideline or in the stands this long form weather resistant coat will keep you sheltered from heavy rain or powerful wind gusts.



WORKERS PARKA

Fall + Winter 2013

High performance jackets help you weather severe storms, even if you are just trekking to the local bodega



PUFFY JACKET

Fall + Winter 2012

The puffy or down jacket is back from the dead. Opt for a slimmer more re-fined silhouette avoid looking kinda fat.



TAPED SEAMS

Spring + Summer 2017

As tech as it can get aside from military style jackets, this is the perfect raincoat for hiking trips or a weekend getaways.

All of the same general-fitting rules apply to coats as they do with jackets: the shoulder should be perfectly aligned, the waist should be fitted without constricting movement and the sleeves should fall right around the seam between your wrist and forearm.

They're generally longer than jackets, so for most men anything that ends above the knee is fine. As discussed above, a coat has two general styles of wear: formal coats that sit atop a suit, and casual coats that are worn atop shirts, jumpers and t-shirts. The way that a coat should fit depends entirely on how you intend on wearing it – and, unfortunately, you're stuck with the style you choose.

If you want to wear it instead of a jacket: that is, with a simple shirt and tie, sweater, t-shirt, cardigan or similar underneath – then you can follow all the same fitting rules that apply to jackets.

NO BULK

shoulders should be loose enough to go over a suit jacket, but not too wide, thats out of style

SLEEVE LENGTH

you dont want the jacket to ride up on your sleeves, and dont even think about cuffing them

OVERALL LENGTH

there are many lengths to jackets but each style has an optimal length, make sure you size your coat within its limits for your own height



FIREMANS COAT / Fall + Winter 2014

SCHOTT LEATHER COAT / *Fall + Winter 2015*



Coats and jackets are a big money-maker for retail stores and, next to a suit, are by far and away the most expensive items that a man can buy. But considering the amazing amount of versatility that one single coat holds, their inherent value becomes quite apparent. Beware of cheap workmanship and sub-par construction; the whole purpose of a coat is to provide warmth and last for many years.

Often the most economical course of action is to spend more on a higher-end garment with high construction quality, rather than a cheap coat that falls apart when put through the rigours of everyday use.



RIOT TRENCH / *Spring + Summer 2017*



SHADOW PLAID OVERCOAT / *Fall + Winter 2015*



PILE LINED JACKET / *Fall + Winter 2014*

SLOW BUT STEADY

While Supreme may have started its impressive career in downtown New York, it is slowly expanding due to increased demand and overall popularity. Previously Supreme was only available in either its NY and Los Angeles stores, but now with openings in Paris, London, and a few in Japan Supremes reach is far beyond that the small skate shop it once was.

You can expect to feel like you have walked into any contemporary gallery in NY. Upon arrival to any supreme store, similarly you must follow a few rules, the most important one being ,don't touch clothes on the shelves. Take a chance and mess up one of the displays, and you'll be scolded...otherwise have some fun picking out timeless garments from fashions most street savvy brands.

SUPREME NEW YORK

274 Lafayette St
NYC, New York 10012

SUPREME LONDON

2/3 Peter Street
London W1F 0AA

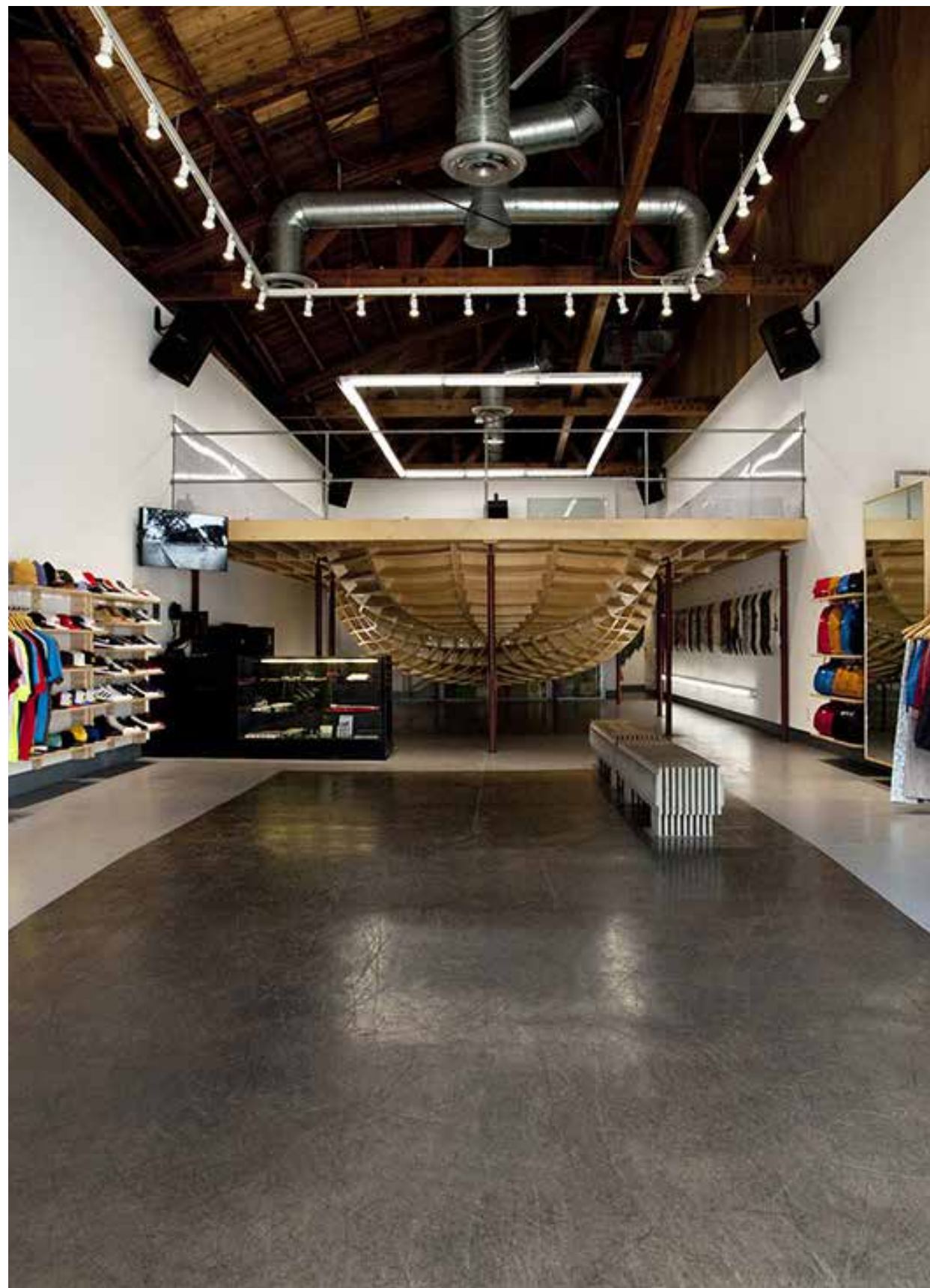
SUPREME PARIS

20 Rue Barbette
Paris 75003

SUPREME HARAJUKU

4-32-7-2f Jingumae
Shibuya-Ku

SUPREME LA / 439 North Fairfax Ave



SUPREME SHIBUYA / 1-18-2 Jinnan, Shibuya



FINAL WORDS

A man's attitude and demeanour vastly improves once he understands the fundamental rules of style.

On more than one occasion, I've put a client in a peacoat and he looks average. Like a man wearing a coat; nothing more, nothing less. But then, when I tell him about the history of the peacoat – about how it originated in 17th century Holland; about how it was adopted by sailors all over the world; about how it used heavy wool that protected a man from the cold sea air while still allowing him to perform heavy duty seafaring tasks – his demeanour changes completely.

His posture change, his attitude changes and I can see that he suddenly feels like he understands fashion. Like he 'gets' it. Like he's wearing the coat, instead of the coat wearing him. This book is about the basics of style; about laying a fundamental groundwork that allows a man to develop his own personal style.

It does not portend to be all-encompassing; there are many key elements of men's style that are simply far too complex for this type of book. However, with the information gleaned from these pages, men who formerly had no understanding or interest in dressing well can begin to feel comfortable about clothes, to garner an appreciation for being well dressed and to discover how to present himself to the world.

As you begin to learn more about men's style you will, without a doubt, transcend advice given here.

Many authors would fight against this – but it should be embraced. Every man should have complete control over the way he presents himself to the world; far be it from me to dictate the way in which you do it! Once you know and understand the fundamentals, the best course of action for developing your style is to observe. Look at other guys; what are they wearing? How have they put outfits together?

What have they done well, and not so well? Observations like this will have a huge impact on the way that you dress; if you see a man who you want to look like, bring your style towards his; if you see a man you don't want to look like, avoid the things he does at all costs. Developing a personal style takes work, and involves many, many mistakes. But every day is a fresh start, with a new outfit and a new chance to use your wardrobe to make you look your best.

You get 365 chances per year to look good; So why not have a bit of fun while you do it.



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FINAL WORDS

James Gallachio

PHOTOS

COMME DES GARCONS

www.comme-des-garcons.com

A BATHING APE

www.us.bape.com

CARHARTT WIP

www.carhartt-wip.com

NIKE

www.nike.com

SUPREME

www.supremenewyork.com

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STA
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Special thanks to my family, friends, peers and professors who provide great feedback, support and inspiration that propels my work and interests.

Text set using
Next Art & 10,28,182/13
Alda OT CEV 9/13



DRY





PACK



ENJOY

