

The background of the book cover is a dark blue-grey color, overlaid with a pattern of diagonal stripes. Each stripe consists of two parallel lines, one in a bright cyan color and one in a burnt orange color. The stripes run from the top-left towards the bottom-right.

# HOW TO **TIE A TIE**

---

A GENTLEMAN'S GUIDE  
TO GETTING DRESSED



## POTTER STYLE

Written and styled by Ryan Tristan Jin

Interior photographs by Laurel Golio

Stock photographs: tie fabric (1.1-1.2, 2.1-2.2, 3.1-3.2) [Shutterstock.com](#) © grivet; tie fabric (4.1-4.2) [123rf.com](#) © DeGraaf Erik

Cover and interior design by Danielle Deschenes

Copyright © 2015 by Potter Style. All rights reserved. Published in the United States by Potter Style, an imprint of the Crown Publishing Group, a division of Random House LLC, a Penguin Random House Company, New York.

[www.potterstyle.com](http://www.potterstyle.com)

ISBN 978-0-8041-8638-4

eBook ISBN 978-0-8041-8639-1

v3.1

# CONTENTS

*Introduction*

---

CHAPTER

1

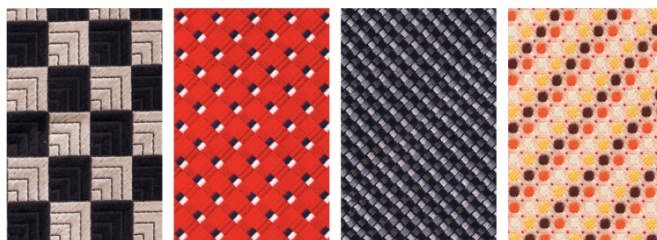
**FUNDAMENTALS**



CHAPTER

2

**CLASSIC KNOTS**



---

CHAPTER

3

**EFFORTLESS KNOTS**



---

CHAPTER

4

**BOLD KNOTS**



---

CHAPTER

5

**WARDROBE DETAILS**

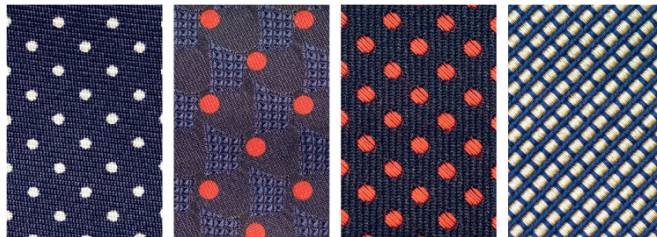


---

CHAPTER

6

**FINISHING TOUCHES**



---

*Tailoring Details*

*Brands Featured*

# INTRODUCTION

"A WELL-TIED TIE IS THE FIRST SERIOUS STEP IN LIFE."

—*Oscar Wilde*

---

A gentleman should dress to his strengths but accommodate his individuality.

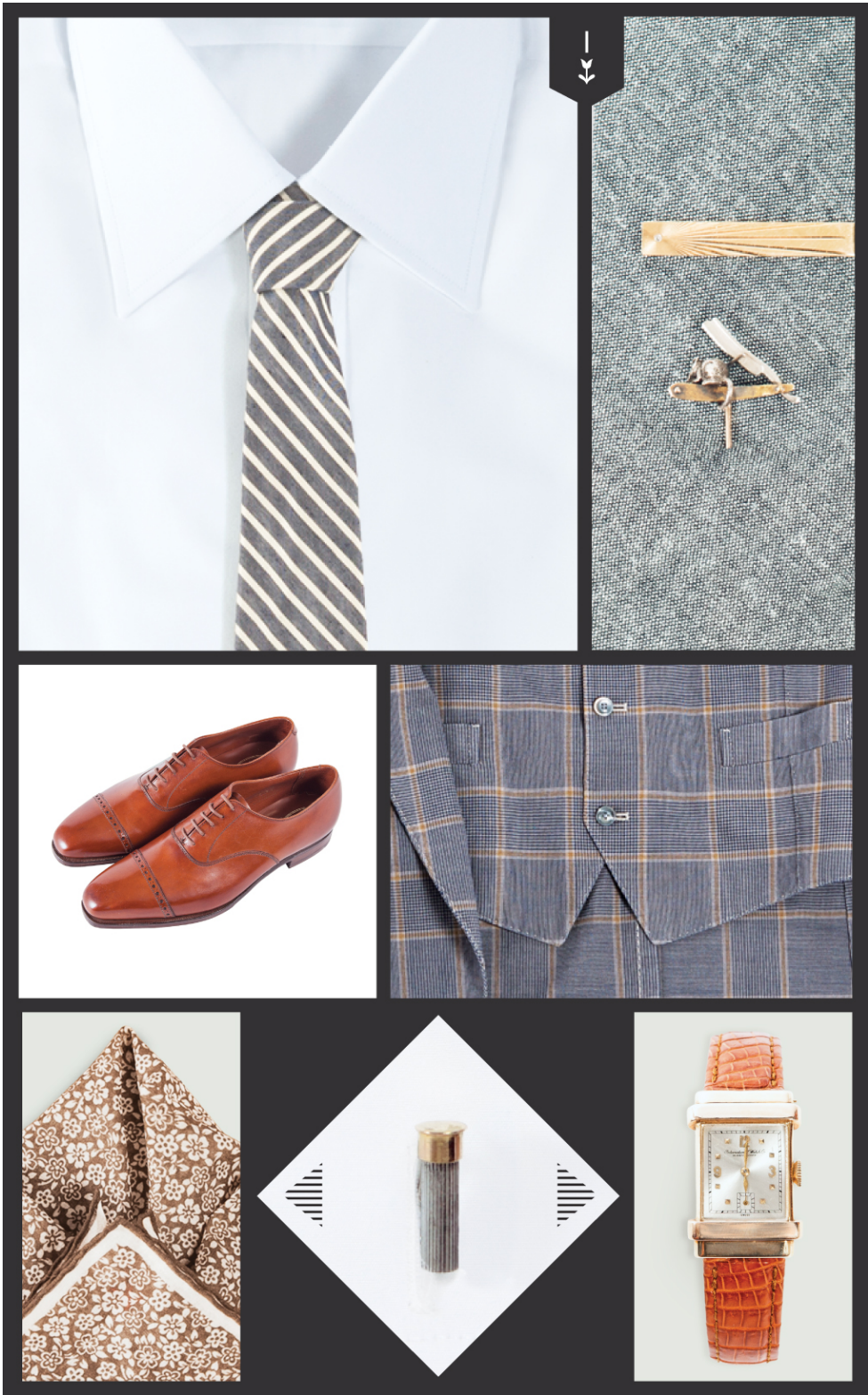
Well-chosen clothes present him to the world at large before he even has a chance to offer a handshake or open his mouth. A man conscious of his style walks with cool, refined confidence.

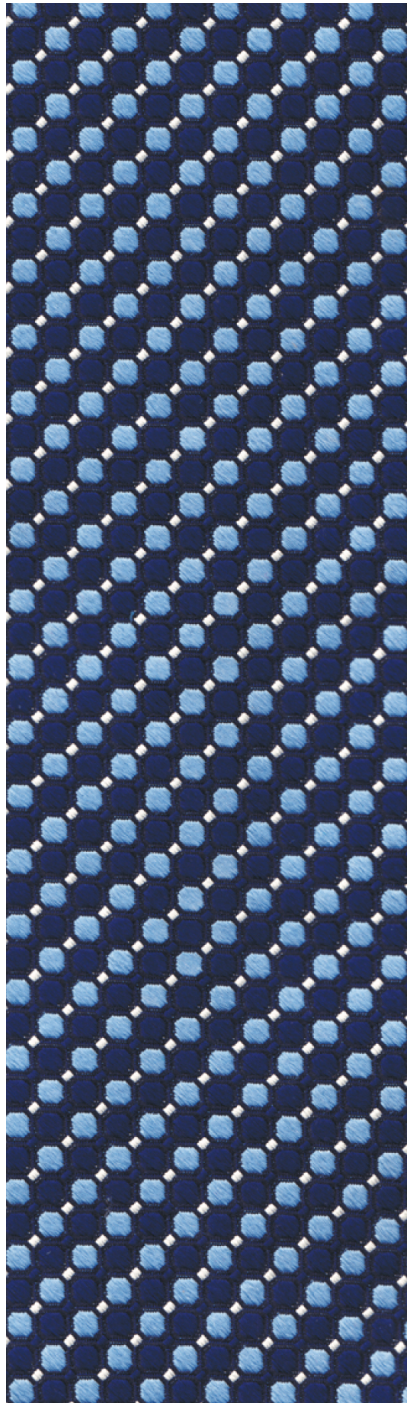
---

Every man should have a few tailored pieces that, with the right accessories, can help him feel sharp and put together. Today, the rules are lax. Men can find varied ways to wear the ubiquitous suit and tie, deconstructed or mixed with less traditional elements.

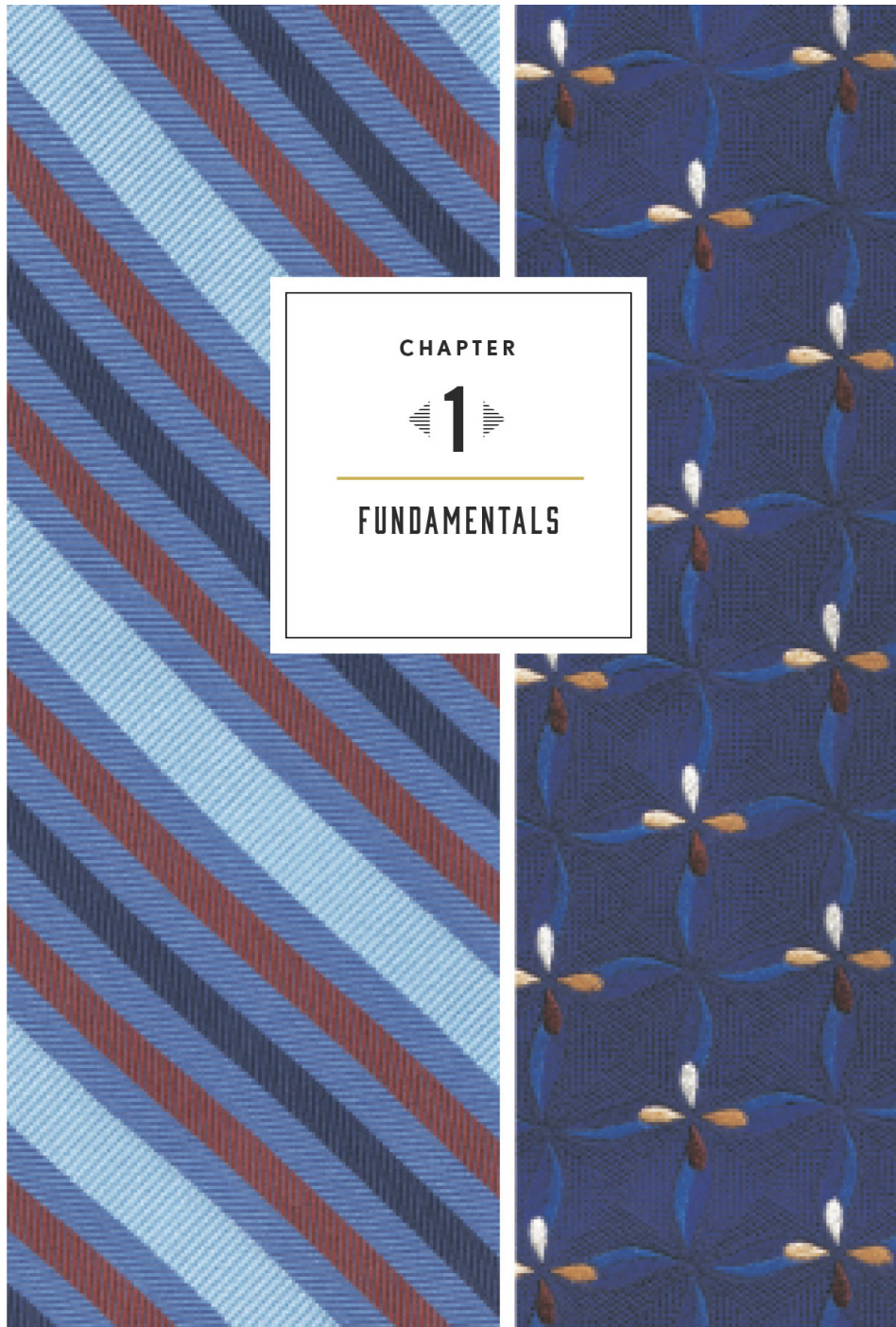
In this handbook, you will discover new ways to not only knot ties but also build a wardrobe of integrity, practicality, and charm. Like a trusted valet, it is here to guide you into the conventions of serious dressing while still allowing you to express your personal style.

Dressing well is not about following the tides of fashion or adhering to outdated rules. It is a skill to help you through life's challenges—from job interviews to special dates—and to show your true self in any setting.









CHAPTER

1

FUNDAMENTALS

CONSIDER THE WEATHER, NOT THE CALENDAR,  
AS YOUR PERSONAL STYLIST.



**LINEN**

Lightweight, relaxed elegance; a delicate, natural feel.



**SEERSUCKER**

Thin, puckered, all-cotton fabric; its texture helps air circulation.



### **COTTON SILK**

Light, low elasticity, and soft, though not as smooth as silk.



### **SILK KNIT**

The every-season tie in navy or black, stretchable blend, dressed up or sporty.

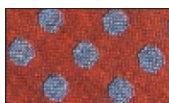
---

➔ TIP It is a good match if both the tie and suit belong in the same weather spectrum of either cold or hot. When in doubt, a solid navy silk knit tie and white spread collar shirt pair nicely with everything.



### **CHAMBRAY**

Primarily cotton, in dark indigo year-round, light colors for the warmer months.



### **SILK WOOL & CASHMERE**

Fine in texture, smooth and cozy feel with slight sheen.



## **WOOL**

Slight bulk, insulating; absorbent and fibrous, tweed.



## **FELT**

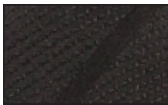
Dense, yet springy, fuzzy and matted wool fibers.

---

➔ TIP On colder days, with a flannel or tweed suit, go for a woolly tie. Choose a cotton tie and chambray denim shirt for warmer days and pair with a seersucker or khaki suit.

## A VARIETY OF MUST-HAVE CLASSICS

---



### **SOLID BLACK**

For formal occasions, excluding black tie, a knit black tie goes well with both a casual jean or leather jacket and a tailored gray or charcoal jacket.



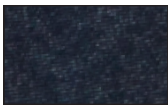
### **PIN DOT**

For a smart, understated version of the polka dot.



## **WINDOWPANE OR GLEN PLAID**

A classic pattern with character for business and outside the office.



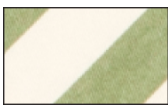
### **WOOL**

The natural sidekick for your fall- and winter-weight suits.



### **CLUB**

Consisting of a repeating logo or motif, this style was originally reserved for Ivy Leaguers.



### **REPP**

Originally strictly British, this tie has become a historic American staple.



# NEUTRALS AND COLORS

The ability to mix and match your favorite jackets, pants, and shoes gives mileage to your separates. If you can master mixing browns, navies, grays, and blacks, you will be a combination standout. Here are six fundamentally sound examples:

<b>SHOES</b>	Brown	Black	Brown	Brown	Black	Black
<b>PANT</b>	Brown	Gray	Gray	Navy	Gray	Navy
<b>JACKET</b>	Navy	Black	Navy	Gray	Navy	Brown

When pairing solids with patterns, first determine what the dominant color is in either your shirt's or tie's pattern. Then select a tie or shirt that only has accents of that same color.

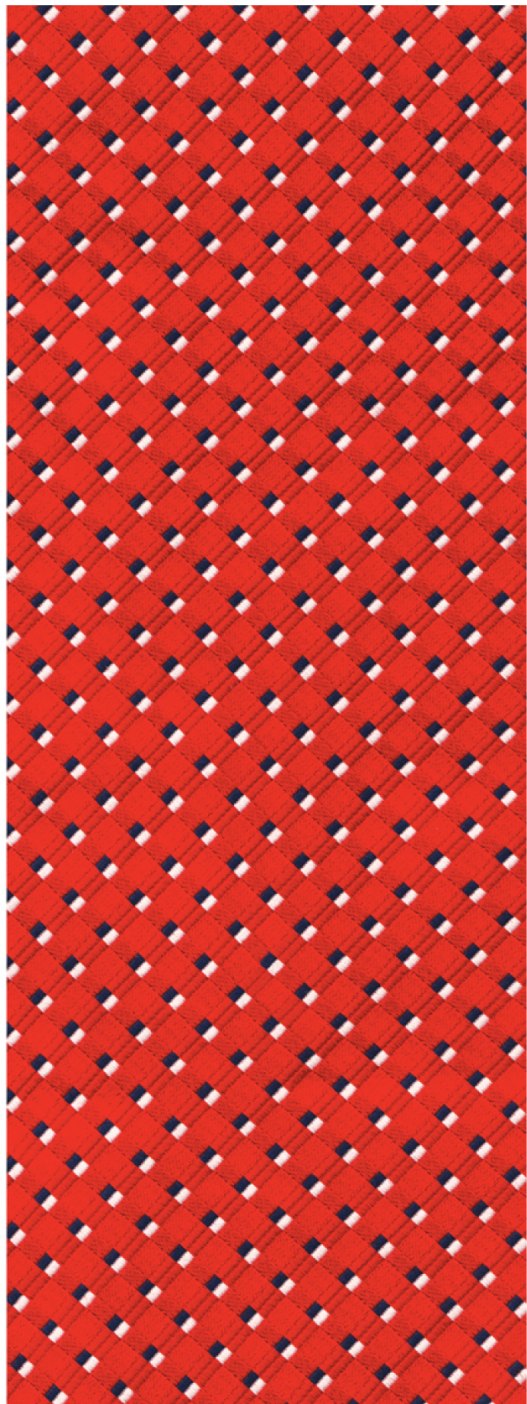
When mixing patterns, start with your shirt or tie first. If your tie has a large pattern, your shirt should complement the tie with a smaller pattern. The scales should always be opposite from each other.

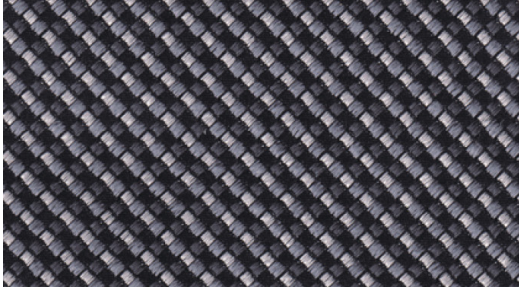
➔ TIP If you opt for bold-patterned socks, it is best that your outfit and shoes have little or no pattern at all.

Advocate color in your wardrobe, but keep in mind that muted colors are easier to coordinate. Bright colors tend to disrupt the cohesiveness of your outfit and can sometimes be more trend-driven than classic.

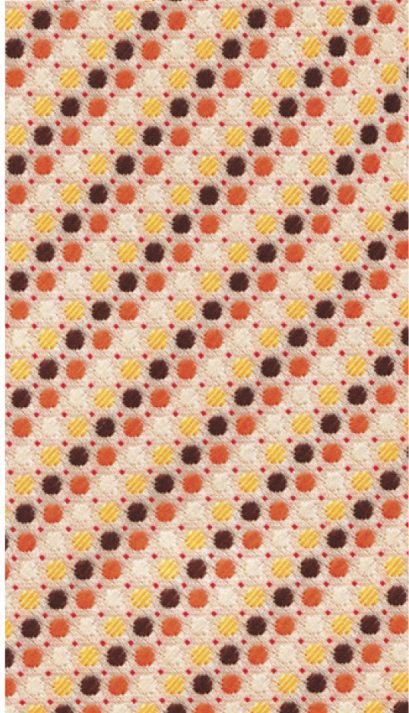
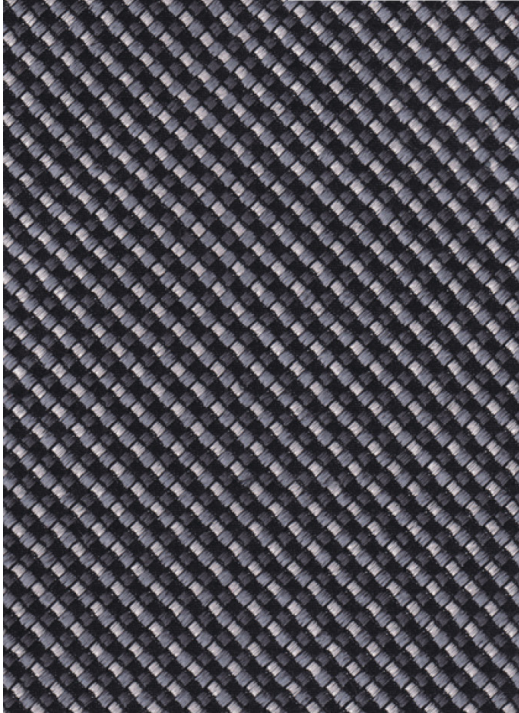
Compare your color choices to the color wheel below to avoid clashing. If the coordinating color sits directly or almost across from your main color option, you have a match, as those colors complement each other.







CHAPTER  
**2**  
CLASSIC KNOTS



NO

•

1

*The*

# WINDSOR



---

The most classic of all the knots. the Windsor is self-releasing, very triangular, and symmetrical. Be mindful of using thicker ties and loose tying, as either of these can make the knot quite bulbous. The knot size is

adjustable depending on how taut you make each step. A traditional knot such as this calls for a prominent dimple.

---



## STEP ONE

---

The tip of the small end should rest slightly above the belly button. Only the wide end will be active. Cross the wide end over the small end to the left.



## STEP TWO



Tuck the wide end up into the neck loop from underneath.





### STEP THREE



Angle the wide end down to the left.



#### STEP FOUR



Tuck the wide end around the back of the small end to the right.



## STEP FIVE



Swing the wide end up to the center, toward the neck loop.



## STEP SIX

---

Tuck the wide end through the neck loop and down to the right.



## STEP SEVEN



Cross the wide end across the front to the left.



## STEP EIGHT

---

Tuck the wide end up into the neck loop from underneath.



## STEP NINE

---

Tuck the wide end down through the loop created in the front. Tighten the knot by pulling down on the wide end. Pinch and slide the knot up.

- ➔ TIP Master the Dimple: Stick your index finger up in the center of the knot from the front as you tighten and a cleft will form.



NO

•

2

*The*

## HALF WINDSOR



---

The Half Windsor, also known as the Single Windsor, is your go-to knot if you love the look of the Windsor but your tie is too short. This style uses less tie length, as this knot is slightly less symmetrical and triangular. Smaller than the Windsor knot, it is less formal and works well with most collars with the exception of narrow styles.

---





## STEP ONE

---

Begin with the wide end of the tie on the right and the small end on the left. The tip of the small end should rest slightly above the belly button. Only the wide end will be active. Cross the wide end over the small end to the left.



## STEP TWO



Tuck the wide end under the small end and to the right.



### STEP THREE



Swing the wide end up to the center, toward the neck loop.



#### STEP FOUR



Tuck the wide end through the neck loop and to the left.



## STEP FIVE



Cross the wide end across the front, over to the right.



## STEP SIX

---

Tuck the wide end up into the neck loop from underneath.



## STEP SEVEN

---

Tuck the wide end down through the loop created in the front. Tighten the knot by pulling down on the wide end. Pinch and slide the knot up.

➔ TIP The knot should always cover the band behind it. If it does not, it is tied too loose.

NO

•

3

*The*

## **BOW TIE**

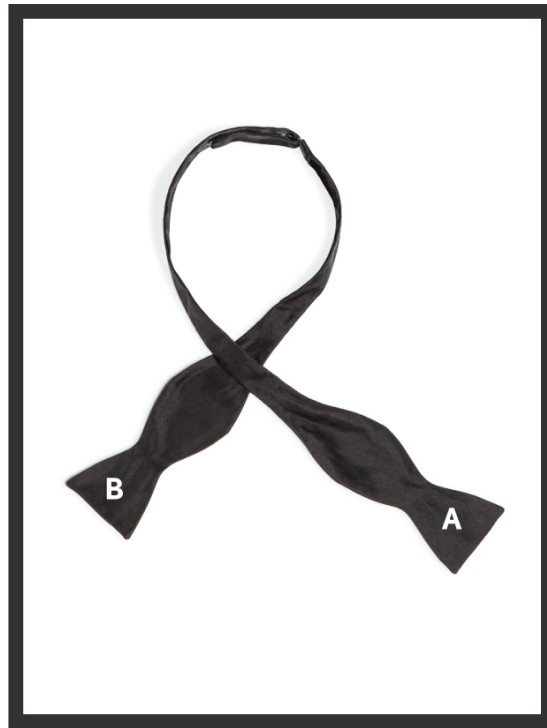


---

Perhaps the most challenging knot is the classic bow tie. But please, do not turn this page and purchase a pre-tied version! Your unintended tying imperfections actually bring character to this style, as no two self-tied bow ties are alike. With a little practice you will get it. Consider it a rite of passage for every gentleman—or, at the very least, the soon-to-be best man.

---





## STEP ONE

---

Begin with the bow tie lying faceup. Adjust so the right side is shorter than the left. The end on the left will be referred to as **A** and the end on the right will be referred to as **B**. Cross **A** to the right side over **B**.



## STEP TWO



Tuck **A** up through the neck loop.



### STEP THREE

---

Toss **A** over the shoulder to hold. Fold **B** toward the right and then toward the left to create a bow shape.



#### STEP FOUR

---

Drop **A** straight down over the middle of the bow shape that was made with **B**.



## STEP FIVE



Pinch close the two ends of **B**.



## STEP SIX

---

While **B** is pinched, double **A** back on itself to create a bow shape.



## STEP SEVEN

---

Pass **A** through knot loop behind **B** while the two ends of **B** remain pinched.



## STEP EIGHT

---

Adjust until balanced on both sides to create your unique bow.

➔ TIP When invited to a black-tie event always wear a self-tied bow tie, not a tie.



NO

•

4

*The*

# PRATT



---

Also known as the Shelby, the Pratt is unusual because it must be tied with the seam of the tie facing outward. Many still don't agree on whether it was government official Jerry Pratt or anchorman Don Shelby who pioneered this tie. But we can all agree that it is ideal for the office, thanks to its neat and fairly wide knot. The Pratt's width falls between the Half Windsor and Four-in-Hand knots.

---



## STEP ONE

---

Begin with the backside of the tie facing forward, the wide end of the tie on the right and the small end on the left. The tip of the small end should rest slightly above the belly button. Only the wide end will be active. Cross the wide end under the small end to the left.



## STEP TWO



Swing the wide end up to the center, toward the neck loop.



### STEP THREE

---

Tuck the wide end over and through the neck loop and down to the left.



#### STEP FOUR



Cross the wide end across the small end to the right.



## STEP FIVE



Tuck the wide end up into the neck loop from underneath.



## STEP SIX

---

Tuck the wide end down through the loop just created in the front. Tighten the knot by pulling down on the wide end. Pinch and slide the knot up.



NO

•

5

*The*

## **KENT**



---

Also known as the simple knot, this style is popular in China but is slowly gaining presence in US offices. The knot requires only a few steps and results in a longer tie, ideal for tall men. Try this technique with a thicker tie to create a substantial knot.

---



## STEP ONE

---

Begin with the backside of the tie facing away; the wide end is on the right and the small end is on the left. The tip of the small end should rest slightly above the belly button. Only the wide end is active. Cross the wide end under the small end to the left.



## STEP TWO



Swing the wide end across the small end to the right.



### STEP THREE



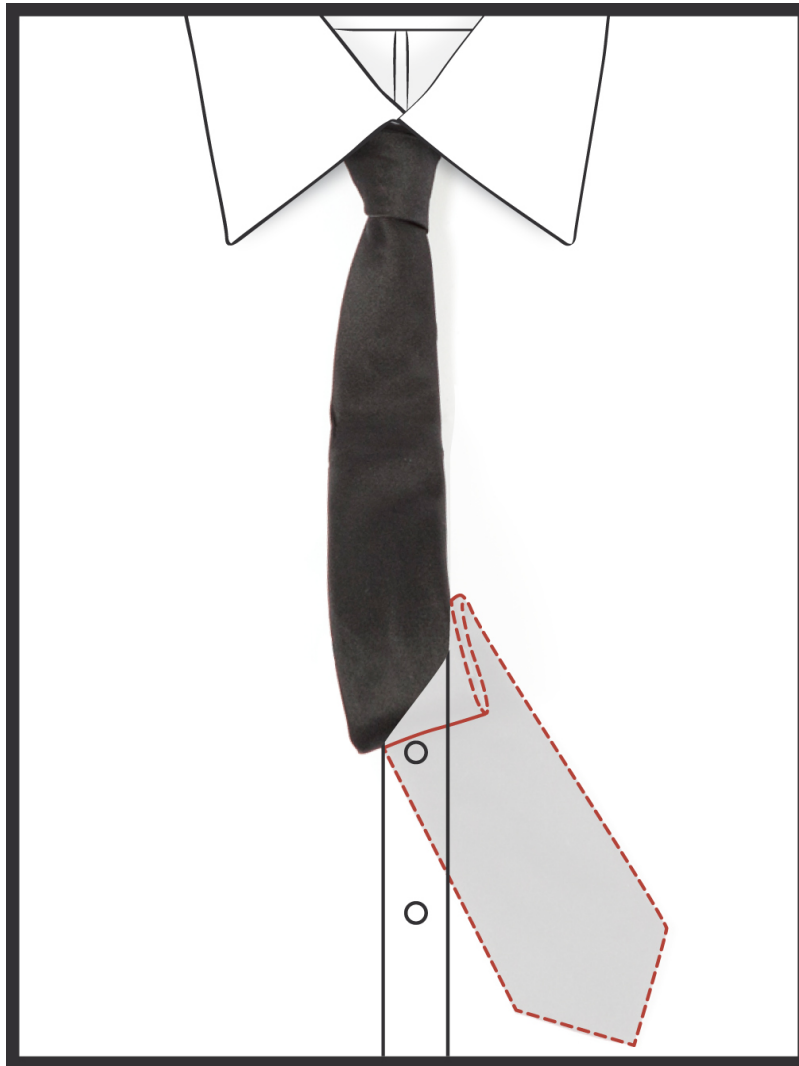
Tuck the wide end up into the neck loop from underneath.



#### STEP FOUR

---

Tuck the wide end down through the loop just made in the front. Tighten the knot by pulling down on the wide end. Pinch and slide the knot up.



*Bonus*

## **HIDE-AWAY**

---

Slip your tie into your shirt flat between your third and fourth buttons to try this All-American detail.







CHAPTER

**3**

EFFORTLESS KNOTS

NO

•

6

*The*

## **FOUR-IN-HAND**



---

Not only is the Four-in-Hand the most versatile tie knot available, it also goes well with nearly every collar style. This knot gains its charm from the

asymmetrical V-shape created when tied.

---



## STEP ONE

---

Begin with the wide end of the tie on the right and the small end on the left. The small end should be slightly above the belly button. Only the wide end will be active. Cross the wide end over the small end to the left.



## STEP TWO



Cross the wide end under the small end and to the right.



### STEP THREE



Swing the wide end across the front.



## STEP FOUR



Cross the wide end to the left over the knot.



## STEP FIVE



Tuck the wide end up into the neck loop from underneath.





## STEP SIX

---

Tuck the wide end down through the loop just made in the front. Tighten the knot by pulling down on the wide end. Pinch and slide the knot up.

➔ TIP If you learn only one knot by heart, make it the Four-in-Hand.

NO

•

7

*The*

## **KELVIN**



---

The Kelvin is very similar to the Kent knot, but a simple extra step gives the Kelvin a tad more symmetry and volume. This knot is best used with a tie made of thinner material in order to avoid excessive bulk.

---



## STEP ONE

---

Begin with the backside of the tie facing away; the wide end is on the right and the small end is on the left. The tip of the small end should rest slightly above the belly button. Only the wide end is active. Cross the wide end under the small end to the left.



## STEP TWO



Swing the wide end across the small end to the right.



### STEP THREE

---

Swing the wide end under the small end to the left from underneath.



#### STEP FOUR



Swing the wide end over the small end to the right.



## STEP FIVE



Tuck the wide end up into the neck loop from underneath.



## STEP SIX

---

Tuck the wide end down through the loop just made in the front. Tighten the knot by pulling down on the wide end. Pinch and slide the knot up.



NO

•

8

*The*

# PRINCE ALBERT



---

Though subtle, the Prince Albert knot features an extra-princely detail. The first loop shows slightly underneath the second loop, lending the knot additional character, dimension, and height.

---



## STEP ONE

---

Begin with the wide end of the tie on the right and the small end on the left. The tip of the small end should rest slightly above the belly button. Only the wide end will be active. Cross the wide end over the small end to the left.



## STEP TWO



Swing the wide end under the small end to the right.



### STEP THREE



Cross the wide end over the front to the left.



## STEP FOUR



Cross the wide end under the small end to the right.



## STEP FIVE



Swing the wide end across the front to the left.



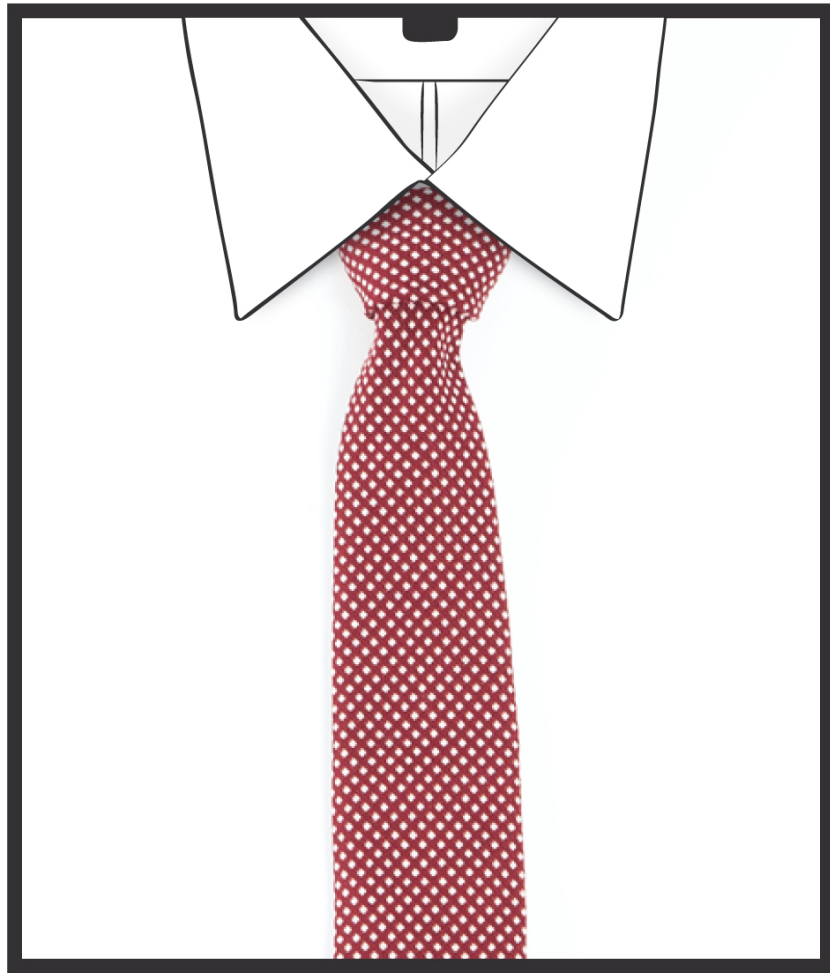
## STEP SIX

---

Tuck the wide end up through the neck loop in the back, and then down through both loops in the front. Tighten the knot by pulling down on the wide end. Pinch and slide the knot up. The first loop should show slightly underneath the second loop.

NO  
•  
9

*The*  
**NICKY**



---

This symmetrical knot resembles the Pratt in that it begins inside out. It is ideal when sporting your cooler weather thick-wool ties and pairs well with the all-purpose semi-spread collar.



---



## STEP ONE

---

Begin with the backside of the tie facing away; the wide end is on the left and the small end is on the right. The tip of the small end should rest slightly above the belly button. Only the wide end is active. Cross the wide end under the small end to the left.



## STEP TWO

---

Tuck the wide end down through the neck loop in the back.



### STEP THREE



Swing the wide end across the front to the right.



## STEP FOUR

---

Tuck the wide end up through the neck loop in the back.



## STEP FIVE

---

Tuck the wide end down through the loop just created in the front. Tighten the knot by pulling down on the wide end. Pinch and slide the knot up.



*Bonus*

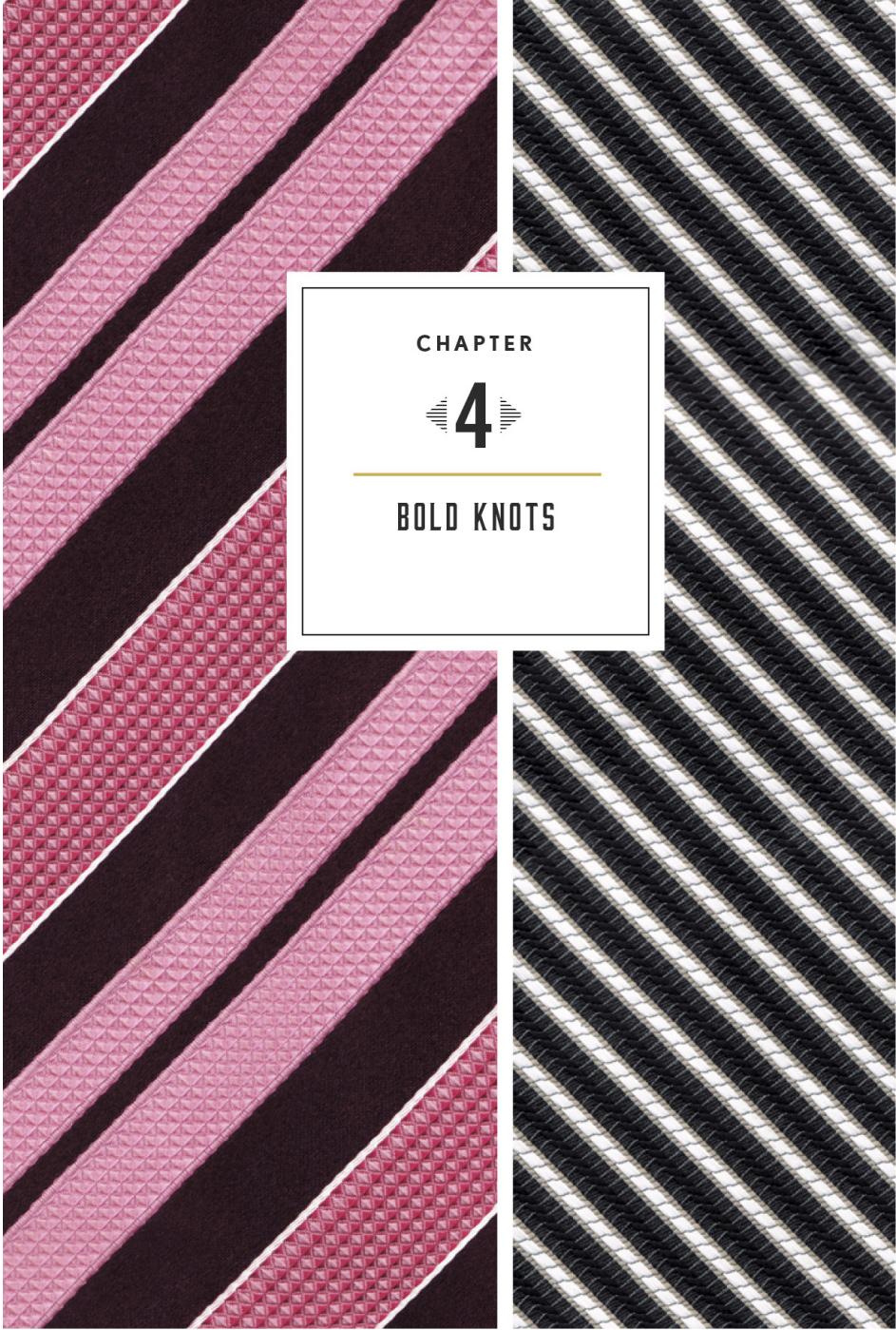
## **SIDE-BY-SIDE**

---

Pinch the skinny length of the knot and slide it to the left or right so that it runs alongside instead of behind the wider length.







CHAPTER

4

BOLD KNOTS

NO

•

10

*The*

# MURRELL



---

This knot is the adventuresome alter ego of the traditional Windsor knot.  
At the end of the steps you will find that the tail end lies in front of the

wide end of the tie, resulting in a major play that no one will expect.

---



## STEP ONE

---

Begin with the small end of the tie on the right and the wide end on the left. The tip of the wide end should rest slightly below the belly button. Only the small end is active. Cross the small end over the wide end to the left.



## STEP TWO



Tuck the small end up into the neck loop from underneath.



### STEP THREE



Swing the small end down to the left.



#### STEP FOUR



Swing the small end around the back of the wide end to the right.



## STEP FIVE



Swing the small end up to the center, toward the neck loop.





## STEP SIX

---

Tuck the small end through the neck loop and down to the right.



## STEP SEVEN



Swing the small end across the front to the left.



## STEP EIGHT



Tuck the small end up into the neck loop from underneath.



## STEP NINE

---

Tuck the small end down through the loop just created in the front. Tighten the knot by pulling down on the wide end. Pinch and slide the knot up.

NO

•

11

*The*

# TRINITY



---

This statement-making triangular knot has three connecting points that represent the Holy Trinity or three natural forces in Celtic culture. Mastering the Trinity will raise your expertise level and take some time. The classic bow tie looks almost easy by comparison.

---



## STEP ONE

---

Begin with the wide end of the tie on the left and the small end on the right. The tip of the wide end should rest at the top of your belt buckle. Only the small end is active. Cross the small end over the wide end to the left.



## STEP TWO



Tuck the small end up into the neck loop from underneath.



### STEP THREE



Swing the small end down to the left.





#### STEP FOUR



Swing the small end around the back of the wide end to the right.



## STEP FIVE



Swing the small end up to the center, toward the neck loop.



## STEP SIX



Tuck the small end through the neck loop and down to the left.



## STEP SEVEN



Swing the small end across the wide end to the right.



## STEP EIGHT



Tuck the small end up into the neck loop from underneath.



## STEP NINE



Tuck the small end down through the loop you created in the previous step.  
Keep loose.



## STEP TEN

---

Angle the small end upward and tuck it around the back of the wide end to the right.



## STEP ELEVEN

---

Tuck the small end across the front toward the center and through the loop created in the previous step. If material from the small end remains, tuck in back.



NO

•

12

*The*

# VAN WIJK



---

With the right tie, the Van Wijk is pleasingly sculptural. Use a thin tie to make this more wearable in a variety of settings; thicker ties are to be avoided. Feel free to adjust the spaces between the overlapping sections for your desired look.

---



## STEP ONE

---

Begin with the wide end of the tie on the right and the small end on the left. The tip of the small end should rest slightly above the belly button. Only the wide end is active. Cross the wide end over the small end to the left.



## STEP TWO



Swing the wide end under the small end and to the right.



### STEP THREE



Swing the wide end across the front and to the left.



#### STEP FOUR



Swing the wide end under the small end and to the right.



## STEP FIVE



Swing the wide end over the small end and to the left.



## STEP SIX



Swing the wide end under the small end and to the right.





## STEP SEVEN



Swing the wide end across the front and to the left.



## STEP EIGHT



Tuck the wide end up into the neck loop from underneath.



## STEP NINE

---

Tuck the wide end through all three loops in the front. Tighten the knot by pulling down on the wide end. Pinch and slide the knot up. The first and second loop should show slightly underneath the third loop; adjust accordingly.

NO

•

13

*The*

## **DIAGONAL**



---

Suited best for ties made of thin, light fabric, the Diagonal knot offers a simple yet impactful detail. Select a solid tie for this style, because patterns will distract attention from the shape of the knot.

---



## STEP ONE

---

Begin with the wide end of the tie on the left and the small end on the right. The tip of the small end should rest slightly above the belly button. Only the wide end is active. Cross the wide end over the small end to the right.



## STEP TWO



Swing the wide end under the small end to the left.



### STEP THREE



Swing the wide end over the small end to the right.



#### STEP FOUR

---

Swing the wide end under at an upward diagonal under the small end to the left.





## STEP FIVE



Tuck the wide end up through the neck loop.



## STEP SIX

---

Tuck the wide end through the front knot loop. Tighten the knot by pulling down on the wide end and adjust knot for desired diagonal effect.

NO

•

14

*The*

## MINIATURE



---

As the name implies, this knot is very small. Unlike other, well-known styles, the narrower end of the tie leads the action. You will notice that the reverse side of the tie is visible on the finished knot.

---



## STEP ONE

---

Begin with the wide end of the tie on the left and the small end on the right. The tip of the wide end should rest slightly between the width of the belt buckle. Both the wide and small ends are active. Fold the width of the skinny length and pinch fabric.



## STEP TWO



Create a loop with the skinny length just folded.



### STEP THREE



Create a loose knot with the folded skinny length.



#### STEP FOUR



Tighten the knot, allowing just enough space for the wide end of the tie to slide through.



## STEP FIVE

---

Tuck the wide length of the tie through the knot loop. Tighten the knot by pulling down on the wide end.



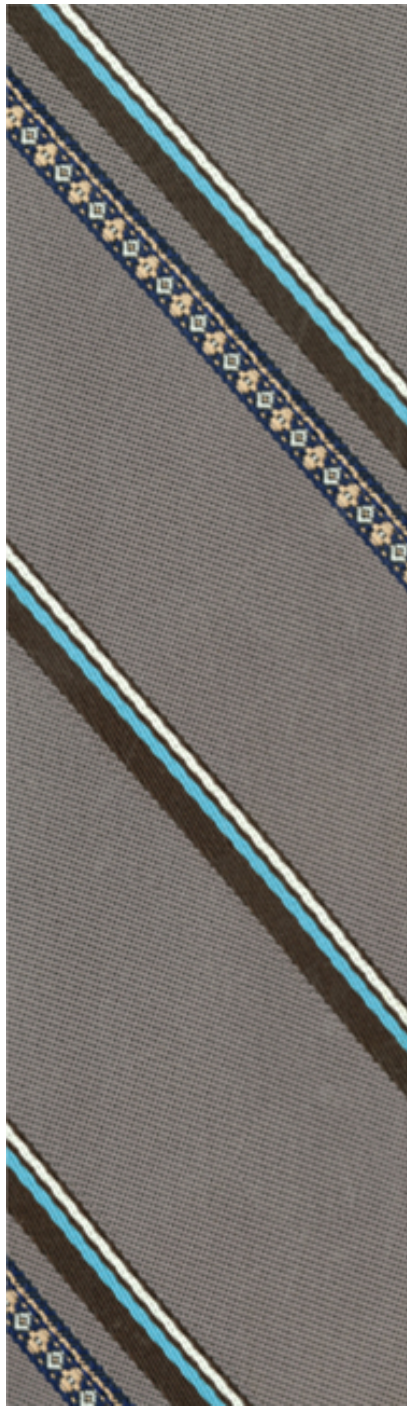


*Bonus*

## **FLIP IT**

---

Tie any classic knot with the skinny length up to an inch longer than the wider length.





CHAPTER

5

WARDROBE DETAILS

## COLLAR STYLES



### ROUNDED WINDSOR SPREAD

---

With a wide spread between the rounded points, this collar can accommodate a bigger necktie knot.



## BUTTON-DOWN

---

Paired with a tie, this collar style is the least formal option. Without a tie, it dresses up a casual look and offers more outfit options. The buttons on the collar should always be buttoned.



## STRAIGHT POINT

---

This collar is meant to complement a man with a rounder or wider face.  
Most military-issue dress shirts since WWI feature this collar.



## SMALL WINGED

---

This collar is worn only with a bow tie as part of a formal dress code, either white or black tie. The collar points should be tucked behind the bow tie.



## CLUB COLLAR

---

Also known as the golf, or rounded Eton, this style harkens back to its prep-school origins. This twist on a traditional shirt looks great under a jacket with a tie.





## WINDSOR SPREAD

---

Celebrated by notable style icons since the early twentieth century, this collar style looks best on men with narrower features.



## EYELET

---

Evocative of the Gatsby era, a collar pin strategically holds the points of this collar in place.



## SEMI-SPREAD

---

If you stick to one collar, this is your best bet. The semi-spread collar flatters many face shapes due to the slightly shorter point length and moderate cutaway.

## CUFF STYLES



### FRENCH CUFF

---

Held in place with the cuff links of your choice, this long cuff style is worn folded back on itself. The additional fabric means that the cuffs will feature much more prominently from the sleeve of the jacket.



## BARREL CUFF

---

Barrel cuffs are the most common type of cuff to be found on dress shirts for men. They are held closed by one or two buttons, without eyelets for attaching studs or cuff links to the shirt.

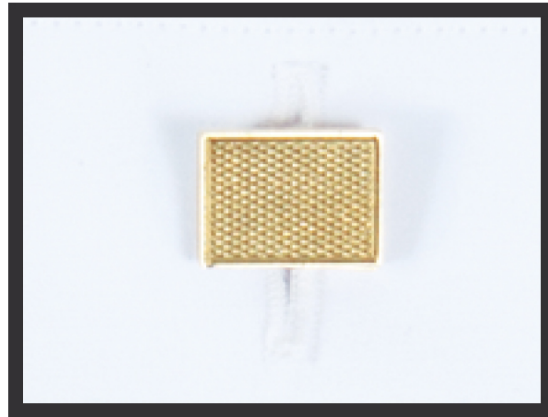
## CUFF LINK STYLES



### KNOT

---

A modern knot design in metal, such as gold or silver, may be worn at more formal occasions. Fabric knot cuff links are best suited for casual affairs—think a navy blazer, not black tie.



## UNDERSTATED

---

Try simple shapes such as squares, circles, or triangles for a subtle look. This particular cuff link, although only a rectangle, features detail etched by an engine-turning needle.

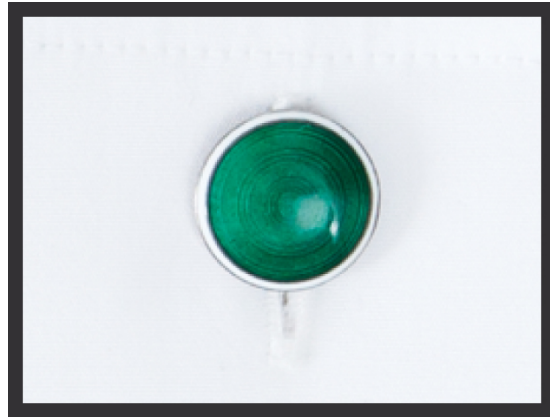


## HEIRLOOM

---

These Vanderbilt family crest cuff links are exceptional conversation starters. Initials can also be considered heirloom. Classic personalization reigns over anything too flashy.





## ENAMEL

---

Domed with colored enamel and bordered in white, these cuff links show just enough flair when you shake hands.



## NOVELTY

---

When choosing a novelty cuff link, go more whimsical than tacky. These double-barrel shotgun shells pack a punch of interest without being kitschy.



## PEARL

---

For an evening-formal pairing, go with pearl accents with a chain-link detail. Pearls are understated yet always a great choice because of their elegant luster.

## JACKET STYLES



### NAVY

---

This sophisticated look is perfect year-round and even works casually with jeans. Navy is the most flexible suit color you can buy, followed closely by charcoal and medium gray. Black and brown shoes go faultlessly with navy whereas only black shoes may be worn with a black suit.



## DOUBLE-BREASTED

---

Ideal for taller men, this jacket highlights the width of the torso rather than the height. The lapels are always peaked and the jacket should always be buttoned.



## THREE-PIECE & PLAID

---

Three-piece, classic sartorial refinement at its best. In winter, retain a neat and tailored look even with the jacket off, or team the jacket with a cashmere cardigan or V-neck sweater. Plaid jackets pair well with plain, plaid, or solid ties.



## SPORT

---

This checkered knit stretch blazer offers a classic fit and shape with a touch of modernity. This is the perfect jacket for a relaxed yet cultured look.



## DINNER

---

For black tie, the correct code to follow is a dinner suit and bow tie, not office suit and black tie. Always go with shawl or peaked lapels, on a single- or double-breasted jacket. You can never go wrong with black, but midnight blue elevates the style.





## ARTISANAL

---

It's all about detail and craftsmanship in this jacket made of fine French silk and premium Swiss cotton. The texture of the fabric looks as though it were magnified under a microscope. An artisanal jacket is your one-of-a-kind wild card.



## SUMMER/SPRING

---

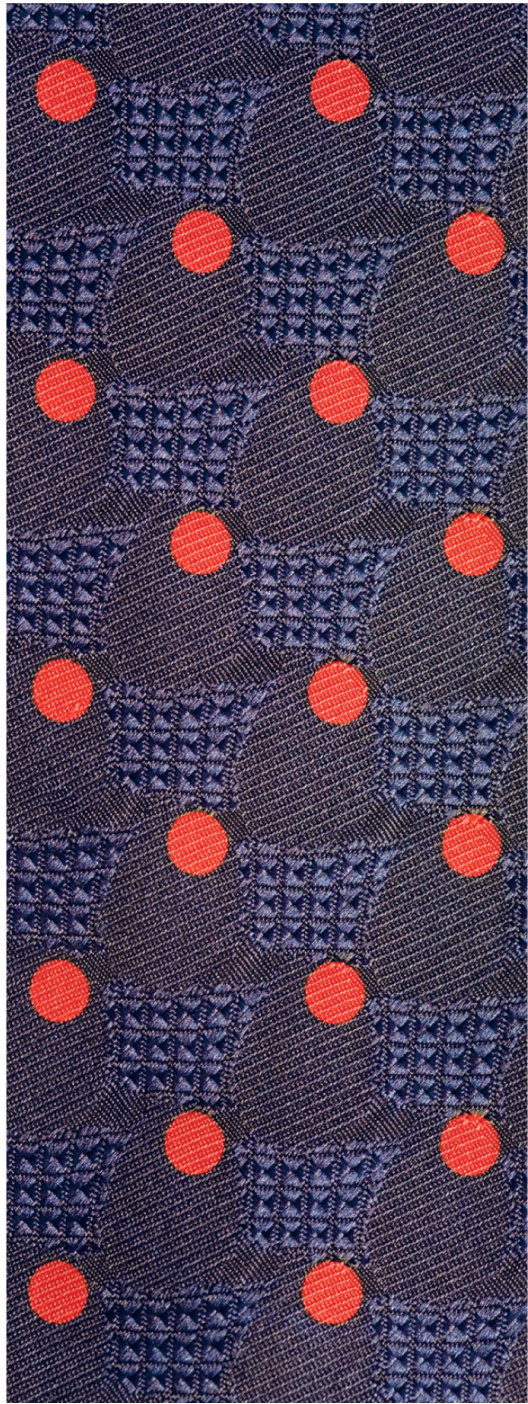
In warmer months, try this indigo-dyed hopsack material, which will behave and break in much like a great pair of jeans. Team this jacket with a pair of chinos, adapting a modern-day suit for a relaxed, summery setting.



## ONE-AND-A-HALF BREASTED

---

This jacket has a narrow structure that emphasizes the male silhouette. Unlike the double-breasted style, this jacket can be worn with a button unbuttoned and remains nicely fitted to the body when open.





CHAPTER

6

FINISHING TOUCHES

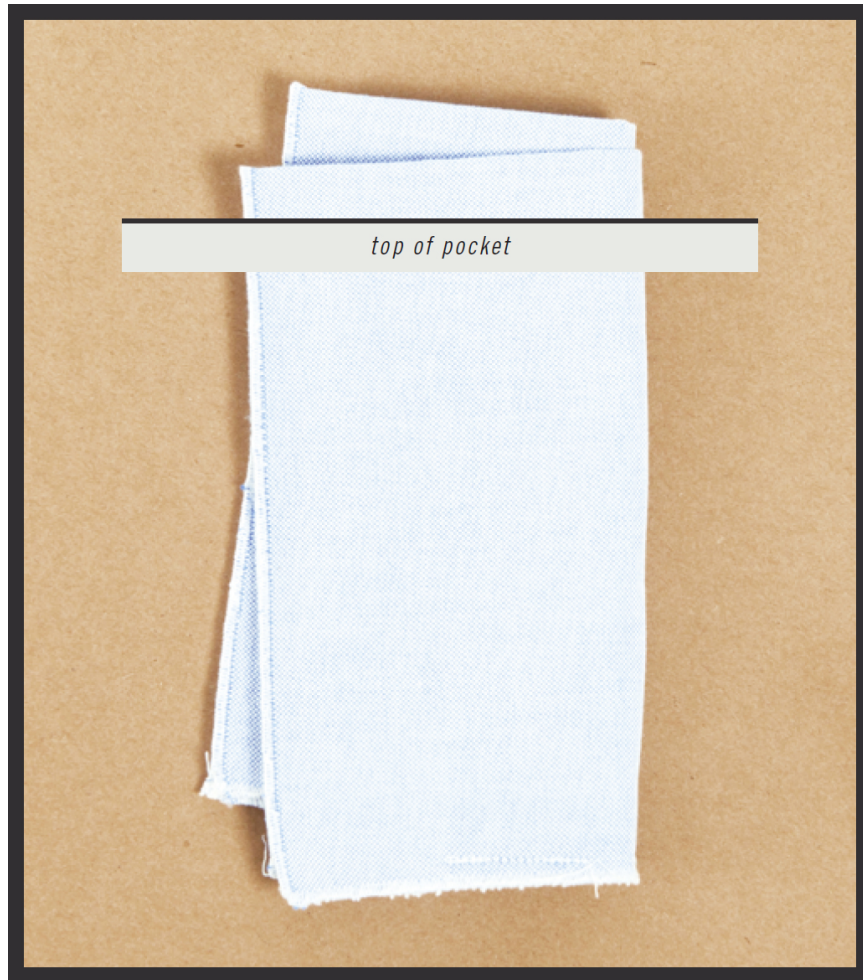
NO

•

1

*The*

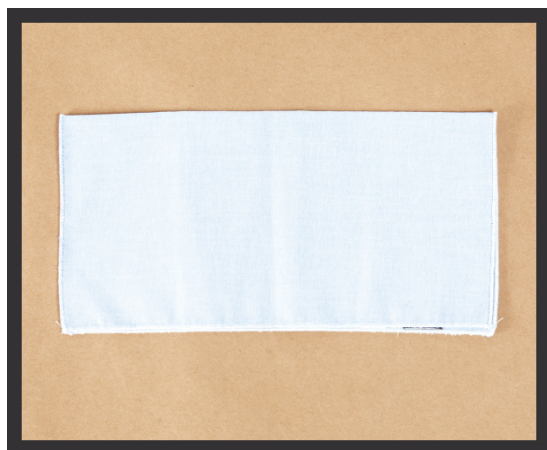
# STRAIGHT FOLD



---

This is the most simple of the pocket square folds.

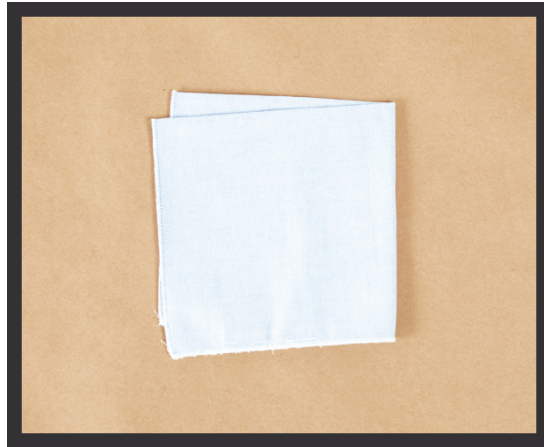
---



## STEP ONE



Fold the top down to the bottom edge.



## STEP TWO



Fold the right side to the left side at a slight diagonal toward the right.





### STEP THREE



Fold the fabric vertically to accommodate the size of your suit pocket.

NO

•

2

*The*

## WINGED PUFF



---

This fold works with most fabrics but will be difficult to obtain with stiffer materials. It transitions well from day to night. Choose a matte material for day or try a semi-sheen finish at night.

---

➔ TIP Go to your local fabric store and have them cut your desired fabric in the appropriate size. Your options are endless. Just be sure to discreetly hide the tattered edges or have a tailor finish them.



## STEP ONE



Lay the pocket square flat in a diamond. Fold the top corner down to the bottom.



## STEP TWO



Fold the left and right corners down to the center point.



### STEP THREE



Fold the left, right, and bottom corners in.

NO

•

3

*The*

## TWO POINT



---

Folded off center so that two points do not completely overlap.

---

➔ TIP A square should reflect a color in your shirt or tie. If your paisley tie has subtle blue in it, maybe go for a square that has blue tipping or a border. If it makes your breast pocket bulge too much, refold it or get a smaller square.





## STEP ONE

---

Lay the pocket square flat with one (open) corner facing up and one (folded) corner facing down.



## STEP TWO



Fold the bottom corner up and slightly to the left of the top corner.

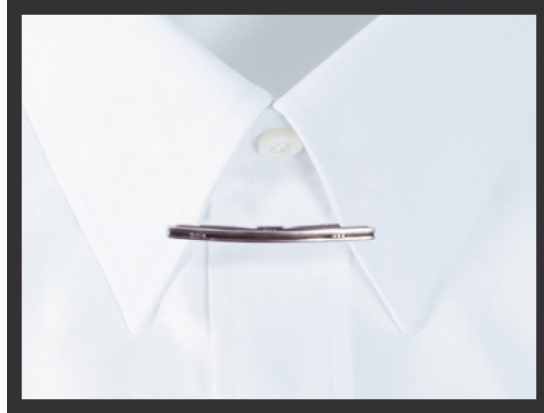


### STEP THREE



Fold the left side in toward the right. Fold the right side in toward the left.

## COLLAR BARS



### COLLAR BAR

---

With this bar a small tie knot is preferred; otherwise your collar will wrinkle. Choose a tie with very little or no lining at all and use a simple knot.

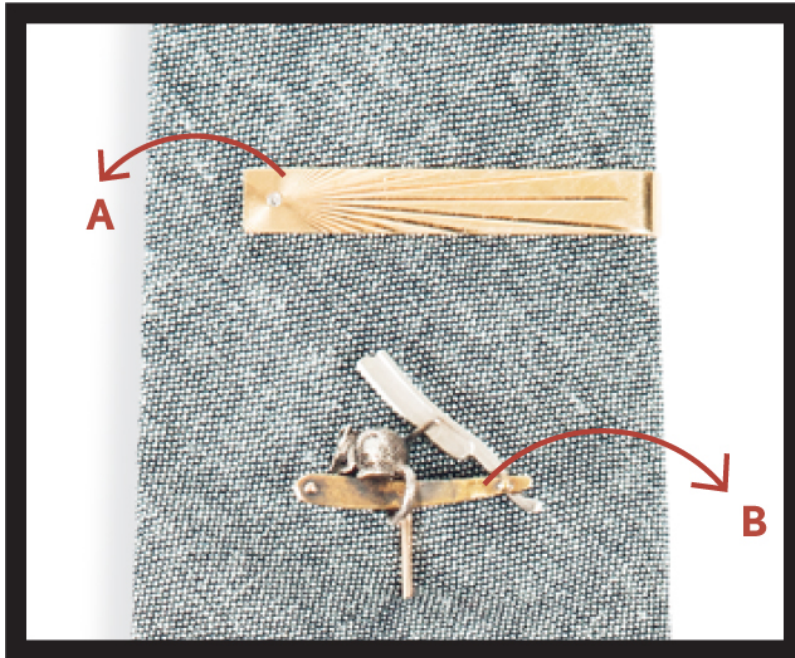


## EYELET BAR



The bar is designed to slide through the holes in the eyelets of some dress shirt collars.

## TIE ACCESSORIES



**(A) TIE BAR**

---

A bar should always be placed between the third and fourth buttons of your dress shirt. It should never be wider than your tie.

**(B) TIE PIN**

---

A pin should also be placed where the middle of the third and fourth buttons are located on your shirt. The pin should pierce the narrow end of the tie. This position strategically places the pin so others will be able to see it when you are wearing a suit jacket.

# WRIST-WATCH STYLES



## SPORT AND WEEKEND

---

Typically robust with bracelet bands made of steel or precious metals for durability.



## OFFICE

---

An “I’ve made it” (or “will make it”) statement typically with gold face and high-grade band.





## CLASSIC

---

Versatile and simple. The dial is plain; the case is slim and has a clean aesthetic. This watch is best for all occasions in black.



## FORMAL

---

Slim, small, understated, and elegant, this black wristwatch is not meant to take away any attention from you.

## SHOE STYLES



### CLASSIC BUCK

---

A dressier alternative to sneakers that looks great with dark denim or khakis.



## CAP TOE OXFORD

---

A subtle toe cap in black calfskin is a timeless classic, but dark brown leather looks just as good.



## WINGTIP

---

This shoe is considered a business shoe, but it's a little more versatile in brown. Choose a durable pair that also looks good with a suit.



## LOAFER

---

You can't get more All-American than loafers. This shoe is appropriate for all seasons—rain or shine—in nearly any office environment.



## PATENT LEATHER

---

With a glasslike finish that catches the light, patent leather shoes are typically solid black and are the only shoes destined for only one suit—the tux or dinner jacket.



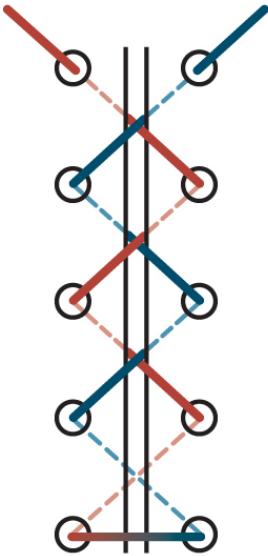
## MONK STRAP

---

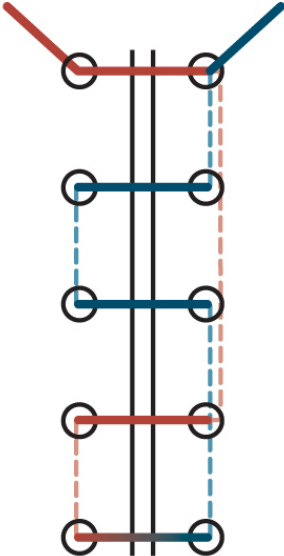
A buckle strap closer that replaces traditional eyelets and laces. Not necessarily the best for very formal occasions but good for both work and play.



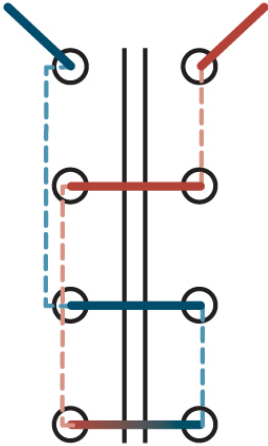
# SHOE LACINGS



↑ CRISSCROSS



↑ BAR ODD



↑ BAR EVEN

# TAILORING DETAILS

A good suit should not need extreme tailoring, just subtle changes to achieve the perfect fit.

When investing in a suit, look for one that helps you feel comfortable, balanced, and confident. Avoid those that have been constructed with any glues or the fused linings often found in mass-produced garments. Check the super number, which indicates the fineness of the single fibers of the material; the higher you go in number, the silkier and smoother the fabric will be.

Dark navy wool is always a good color and fabric choice; it lends itself to all settings, both personal and professional, and looks classier than a black suit.



## JACKET GUIDELINES

---

Before you step into a store, know your measurements. Avoid jackets with sizes labeled small, medium, or large. Once you've chosen a well-fitting jacket, a tailor will be able to make further refinements.

The perfect jacket should highlight your physique and give your body a dynamic shape, emphasizing the shoulders. Keep the shoulder line fairly natural, as padding can be overwhelming and should never extend beyond your shoulders. When you button the jacket, no more than a fist should fit between the button and your chest.

Lapels with high, small notches that land right on the collarbone will make your suit look bespoke. The jacket sleeve should reach just above the wrist. While you're shopping, it's a good idea to try on a few shirts to pair with your jacket, just to make sure they're a good match. You should be able to fit one finger between the shirt collar and your neck, and the sleeve should cover the wrist without covering the palm.



## TROUSER GUIDELINES

---

A tailor is a man's best friend, but if the waist is beyond an inch too big or small, tailoring becomes more difficult and expensive.

When shopping, briefly bunch the pant fabric in your hand. If it wrinkles easily, move on to another pair of better quality to purchase.

Flat-front trousers are considered more modern and less trend-driven than those with pleats. Pants should fit close to your leg comfortably but never so tight that they flare out.

The bottom of the trousers should touch the top of the shoe without leaning on it and with minimal break in the fabric.

If you prefer cuffs, they will add weight to your pants, which will help your creases appear sharper and give a more traditional look. Cuffs should never be more than 1½ inches in height.

If you have belt loops, wear a belt that coordinates with the color of the trousers.

# BRANDS FEATURED

---

ALEXANDER OLCH, [OLCH.COM](http://OLCH.COM): [see here](#), [see here](#), [see here](#)

BARENA VENEZIA, [BARENAVENEZIA.COM](http://BARENAVENEZIA.COM): [see here](#)

BESPOKEN, [BESPOKENNEWYORK.COM](http://BESPOKENNEWYORK.COM): [see here](#)

BILLY REID, [BILLYREID.COM](http://BILLYREID.COM): [see here](#), [see here](#), [see here](#)

BOGLIOLI, [WWW.BOGLIOLI.IT](http://WWW.BOGLIOLI.IT): [see here](#)

BONTONI, [BONTONI.COM](http://BONTONI.COM): [see here](#)

BROOKLYN TAILORS, [WWW.BROOKLYN-TAILORS.COM](http://WWW.BROOKLYN-TAILORS.COM): [see here](#), [see here](#)

BRUNELLO CUCINELLI, [BRUNELLOCUCINELLI.COM](http://BRUNELLOCUCINELLI.COM): [see here](#)

CHARVET, [WWW.CHARVET.COM](http://WWW.CHARVET.COM): [see here](#)–[see here](#)

DRAKE'S LONDON, [DRAKES.COM](http://DRAKES.COM): [see here](#), [see here](#)

GEORGE CLEVERLEY, [GJCLEVERLEY.CO.UK](http://GJCLEVERLEY.CO.UK): [see here](#)

GITMAN VINTAGE, [GITMANVINTAGE.COM](http://GITMANVINTAGE.COM): [see here](#), [see here](#), [see here](#)

ISAIA, [WWW.ISAIA.IT](http://WWW.ISAIA.IT): [see here](#), [see here](#)

J.CREW, [JCREW.COM](http://JCREW.COM): [see here](#)

JACK SPADE, [JACKSPADE.COM](http://JACKSPADE.COM): [see here](#), [see here](#), [see here](#)

**JOHN LOBB**, [JOHNLOBB.COM/US/](http://JOHNLOBB.COM/US/): see here

**MARC JACOBS**, [MARCJACOBS.COM](http://MARCJACOBS.COM): see here, see here

**MARK MCNAIRY NEW AMSTERDAM**, [SHOP.MARKMCNAIRY.COM](http://SHOP.MARKMCNAIRY.COM): see here, see here

**MARWOOD**, [MARWOODLONDON.CO.UK](http://MARWOODLONDON.CO.UK): see here, see here

**MASSIMO ALBA**, [MASSIMOALBA.COM](http://MASSIMOALBA.COM): see here

**MICHAEL BASTIAN**, [MICHAELBASTIANNYC.COM](http://MICHAELBASTIANNYC.COM): see here

**MP MASSIMO PIOMBO**, [MPMASSIMOPIOMBO.COM](http://MPMASSIMOPIOMBO.COM): see here

**OVADIA & SONS**, [OVADIAANDSONS.COM](http://OVADIAANDSONS.COM): see here, see here, see here

**PRADA**, [PRADA.COM](http://PRADA.COM): see here, see here, see here

**SANDRO**, [US.SANDRO-PARIS.COM](http://US.SANDRO-PARIS.COM): see here

**TODD SNYDER**, [TODDSNYDER.COM](http://TODDSNYDER.COM): see here, see here, see here, see here

**TOPMAN**, [TOPMAN.COM](http://TOPMAN.COM): see here

**TURNBULL & ASSER**, [TURNBULLANDASSER.COM](http://TURNBULLANDASSER.COM): see here, see here, see here

**VINTAGE ITEMS PROVIDED BY FOUNDWELL**, [FOUNDWELL.COM](http://FOUNDWELL.COM): David Andersen, see here; Cartier, see here; David Webb, see here; Georg Jensen, see here, see here; Hermès, see here; IWC Schaffhausen, see here; Jaeger-LeCoultre, see here; Paloma Picasso, see here; Ralph Lauren, see here; Rolex, see here; Tiffany & Co., see here; Van Cleef & Arpels, see here.

**A SPECIAL THANK-YOU TO THESE ADVISORS AND  
CONSULTANTS:**

Alan Bedwell of Foundwell

Brunello Cucinelli of Brunello Cucinelli

Daniel Lewis of Brooklyn Tailors

Massimo Pigozzo of Barena Venezia

Massimo Piombo of MP Massimo Piombo