



Help for Heroes

He's an incredible partner, an amazing father and a dedicated businessman, but sometimes he's so busy with life and work that he doesn't think too hard about his appearance. Introducing nag-free ways to update his look—not to mention get your own heart racing

by Lena ter Laare

The next time you think of it, take a peek in your husband's closet. Chances are the sight that will greet you includes rows of neatly pressed white shirts and a small collection of grey or navy blue suits, plus a handful of chinos and a nest of ties. Not exactly inspiring stuff, no matter how well it fits him, and his reasons for a less-than-adventurous wardrobe are probably as practical as they are predictable: "I don't have time for/hate shopping;" "I know what works, so why would I try anything else?" "Anything other than these colours

is simply not for me!" And unless he's reading something like our brother magazine *Esquire* on a regular basis, the last time your man updated his look may have been when he traded in his favourite pair of (unwashed) jeans from uni for a suit and tie on his first day of a real job.

IT'S ALL IN THE FIT

Whether it is colours, items of clothing or simply their fit, helping your guy to look and feel his best is actually not as difficult as it may sound. In fact, often times they're making the same mistakes we women do. "Either they get something which is too loose or too fitted which does not flatter their body shape," says Mahir Ali, Artistic Director and Head of Operations at Ascots & Chapels.

"Men with slimmer body frames should get fitted clothing, but they should avoid ultra slim fit, because it causes discomfort when sitting or with constant movement. Fitted clothing should flatter your body frame and be comfortable at the same time.

"Men with weight tend to make the biggest mistake of buying fitted clothing, which send the message that he is trying too hard, which again makes them look out of place and causes discomfort," he says. Mahir adds that there are a few pointers a fellow can follow to get the perfect fit every time:

SHIRTS: "Having the correct body and sleeve length, as well as ensuring the shoulder isn't droopy is very essential, and having the sides tapered is very crucial.

Collar size which fits and isn't very loose. If he is wearing a tie on a loose neck, the collar gets crunched," Mahir explains.

TROUSERS: "These should sit on his waist well and should not look sloppy when he walks," he points out. "The perfect length is when the trouser falls on the top of his shoe heel, and causes a break in the hem of the pant leg rather than bunching over the lace area of the shoe. And trousers should not be baggy on the sides."

JACKET: "Shoulders are very important, because the way the shoulder is cut determines how the entire jacket will fall and fit the body. A wide cut for the shoulders is a complete *no*, but narrow shoulders don't work for everyone, even with a body that is slim. Keep it between narrow and medium," Mahir advises. "Secondly, the body length and sleeve length is something that everyone should use to their discretion when buying."

COLOURING HIS CLOSET

When tackling a wardrobe bursting with white button-downs, chances are you won't get your guy into a purple suit coat or a teal shirt any time soon. But Janet Small from House of Colour Dubai has three clever ways to get the colouring process started:

THE SUBTLE APPROACH: "Start with the classic business shirt in lilac or pale pink, as these look fantastic with classic suits in navy, charcoal, black and grey," she suggests. "Wear the shirt with a darker shade tie of the same colour, for instance a pale blue shirt with a navy tie."

PICK UP A POLO: "This is an option for the more faint-hearted. Choose a classic colour like navy or grey with a bright trim on the collar and at the end of the sleeve.

For those who are braver, go for a brighter, more primary colour. Certain colours will suit most men; navy blue, purple and red are three of the safest," she says.

CHOOSE CHINOS: "The fashion at the moment is coloured chinos," Janet reveals. "Why not try a rust or burgundy colour as a gentle entry, or choose the shorts version in a more daring colour like turquoise."

Another clever way to add colour is with accents, such as the lining of a suit or a pocket square; the latter is top of the list for both Mahir and Janet, who adds that this is one way someone in his 50s or older can stay on-trend without feeling forced to rock neons: "In the past, a gent in his 50s would be very conservative in his dress, but nowadays they are more demanding more fashion, style and colour."

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Do's and Don'ts by Body Type

Top tips for three common male body types from Mahir Ali, Artistic Director and Head of Operations at Ascots & Chapels



Short

- ✓ **DO** select slim neckties (the implied vertical line lends height); ditch broad ties ASAP
- ✓ **DO** wear shoes with (subtle) heels
- ✗ **DON'T** swathe a short body in loose or long clothing
- ✓ **DO** wear shirts with vertical stripes, as they'll fool the eye



Stout

- ✓ **DO** choose vertical stripes—they make everyone look slimmer. Pairing a vertically-striped shirt with jeans or chinos is a great look for this body type
- ✓ **DO** wear dark colours, particularly black, charcoal or dark blue to better fake a toned physique
- ✗ **DON'T** wear horizontal stripes or checks, which add visual bulk
- ✓ **DO** buy clothing that fits; going the over-sized route to hide bulges actually has the exact opposite effect



Tall & Slim

- ✓ **DO** wear fitted clothing, but avoid skinny or ultra-fits
- ✗ **DON'T** wear loose clothing in the misguided belief that layers will add bulk
- ✓ **DO** opt for checked shirts, as these will create the optical illusion of making you look wider
- ✗ **DON'T** gravitate toward vertical stripes or dark colours, which will only exaggerate your size and shape



Suit his Style

We've teamed up with British clothing expert Ascot & Chapels to give you the chance to win a bespoke suit for your man! Valued at Dhs5,000, he'll also enjoy a personal consultation with Mahir Ali.

TO ENTER, EMAIL US AT GOODHOUSEKEEPING@ITP.COM BEFORE JUNE 14, 2014, AT 11:59PM UAE TIME AND TELL US WHICH COLOUR YOU WISH YOUR MAN WORE MORE OFTEN. SEE NOTE AT LEFT FOR TERMS AND CONDITIONS.