

Custom-made earphones are used in Formula One

products by taking a series of romance novels and classic literature and offering to personalise them to include you within the story.

You simply answer a number of personal questions; pet names, eye colour, favourite food, music, perfume etc then select one of 15 novels to star in. And you can do so with friends or even your favourite celebrity – yes finally your happy ending in the arms of Brad Pitt can be realised.

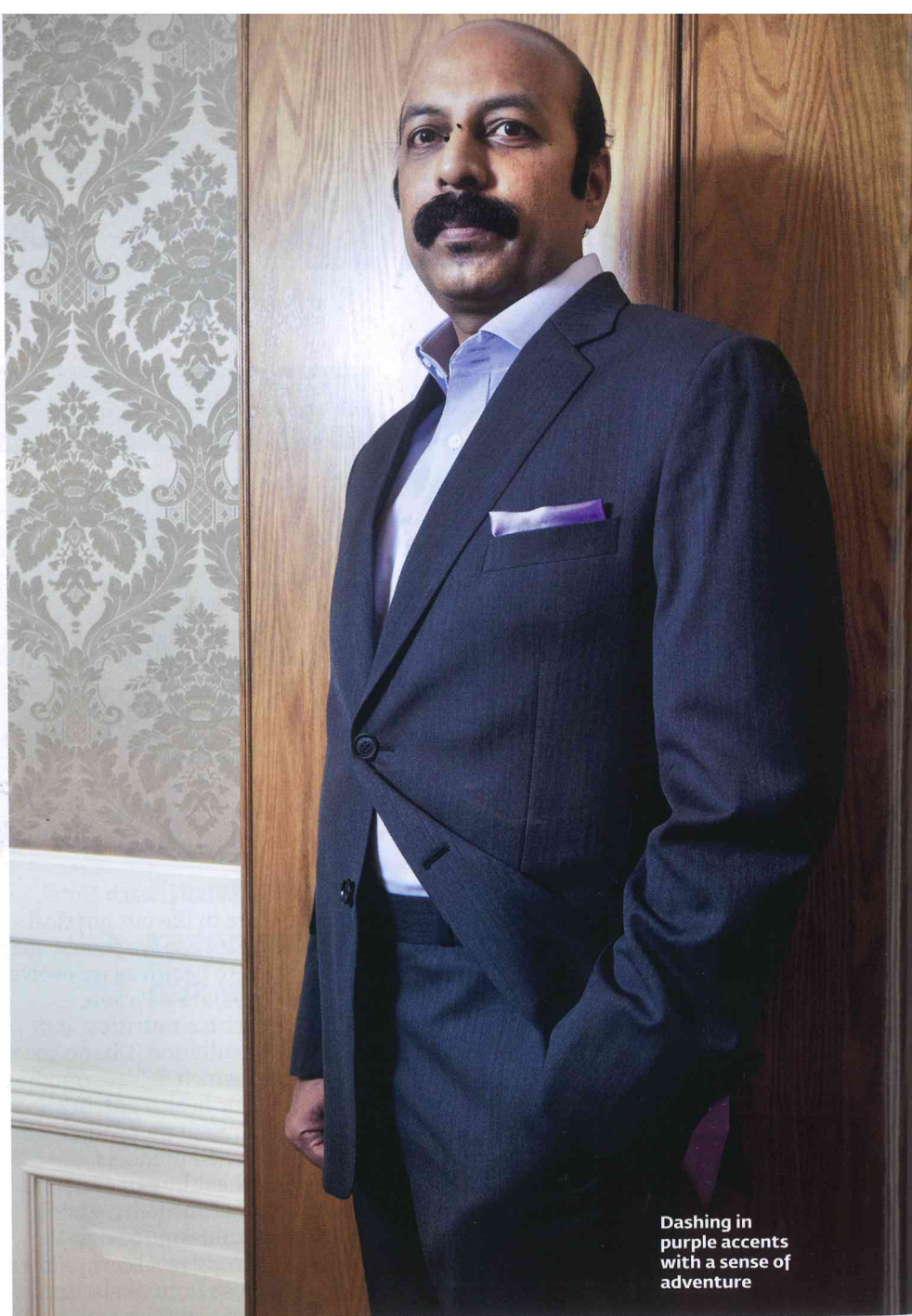
And now you probably want a pair of your very own unique headphones, don't you? No problem.

As well as making them for recording artists worldwide, ACS supplies the Formula One pit lane and anyone else who cares about quality with custom-made headphones – allowing you to doctor the sound quality to your own hearing and design the exterior.

And while you're listening to your own bespoke earphones, you might want to chill out in the sun without a care in the world. If that sounds like your kind of thing, the Akaryn Samui Hotel in Thailand (akaryn.com) is the place to go.

It has developed a Sunbed Supervisor who personally preps your skin for the sun, carefully times your sun exposure, adjusts your shade level and reapplies product after swimming and simply as needed. The supervisor will even come out at regular, timed intervals and tell you when to turn over! The hotel offers 28 different kinds of sunscreen, which can be specifically adapted to what your skin needs.

So, now there is no chance you will come back from your holiday looking like a lobster. Or miss your pet while you are away. Or lack a holiday read for that matter – and you can carry your brand-you headphones in the pocket of your perfectly fitting tailor-made suit. Would you have it any other way? No, neither would we!



Dashing in purple accents with a sense of adventure

# SUIT YOURSELF

Hot on the heels of the bespoke trend, *Friday's* features editor Anand Raj OK gets measured up...

**I**t was clear: the pleasant, well-dressed woman at chic Ascots and Chapels did not like my shoes. In fact, the moment I entered the bespoke suit tailoring suite at Dubai International Financial Centre, I saw her eyes linger just a second longer at my brown leather formals.

Mahir Ali, the co-owner of Ascots and Chapels, greeted me warmly before introducing me to the lady: "Please meet Janet Small, image

consultant." Janet extended her hand. The grip was firm and even as we were exchanging pleasantries I realised she was looking deep into my eyes. Was I secretly pleased? It'd been a long time since any woman looked into my eyes this long.

"Your eyes," she said, "they are ummm, slightly greyish black."

I wasn't sure whether that was a compliment or a statement. Janet is who Mahir summons to advise high-profile clients looking to

improve their style quotient and I, a regular jeans and T-shirt kind of guy, was being given the celeb treatment.

But what does eye colour have to do with choosing a suit? "A lot," said Janet. "Eye colour is one of the first things that helps me when choosing the fabric shade."

Oh, so she was looking at – and not into – my eyes.

"But I also spotted you looking at my shoes," I whispered.

"I'll come to that later," she said. "First, let's get you a suit." I agreed.

"Going by your eye colour, grey with a slight charcoal overtone would be right for you," she said. "But you also have a certain mischievous look in your eye and to highlight that go for a nice soft purple shirt."

Behind the counter, Mahir was also studying me. "Yes, darker colours suit your height and build," he said. "They will accentuate that adventurous streak in you."

So, if somebody is not adventurous but wants to portray that kind of a look can he wear a grey suit? I asked.

**'You have a certain mischievous look in your eye and to highlight that go for a purple shirt'**

Mahir was clear: "You should wear the suit. The suit shouldn't wear you. There's a difference between looking like James Bond and looking like a pub bouncer." Janet agreed; "If you are unsure of what suit shade to choose, go for navy or charcoal."

Next was the jacket lining. Mahir suggested purple. "It'll elevate the



Mahir Ali can help you develop a signature style

## Suits you sir

Mahir Ali, co-owner of Ascots and Chapels, gives his advice on standout suit style

- Pocket squares are very trendy at the moment and will add a dash of elegance to any suit.

- Different-coloured laces are a subtle way of adding personality. Go for orange or red with brown shoes, or purple or even pink with black shoes.

- When it comes to ties, slim is in and the knot is the classic Windsor.

- If you're after a classic suit look go for a straight pocket, but if you are looking for some fun elements, go for slanted pockets.

suit," he said. Before taking my measurements Mahir had a detailed chat, as he does with all clients.

"We always begin by asking the customer some details about his job. For instance, if he's in banking, the suit should reflect a certain

strength, security and seriousness. But if he's in the hospitality industry, there could be some fun elements in the suit, like a funky tie.

"Next, we ask if they button up the jacket or leave it open; whether they use it while sitting and working... All these affect the cut of the suit."

Next step: deciding the structure. "Slim lapels look good for those with broad shoulders. If a broad person wears a jacket with broad lapels, all attention will be concentrated on that part of the body. But with slim



lapels, the eye will travel from the shoulder to the chest and down the lapels to the buttons and the cuffs... the entire suit."

With the classic suit still in vogue, Mahir suggested going for a single-breasted with two buttons.

"Next is personalising," said Mahir. "This includes having your signature affixed on the inside of the jacket or different coloured or contrasting threads to fix the buttons."

As for trousers, the classic is flat front. "Because trousers end up being used more than the jacket, we give two pairs of trousers with all our suits. That way you get to wear the suit for a longer time."

And where exactly should the trouser sit on the waist? "An inch lower than your navel," says Mahir. "If you have a paunch, wear the trousers a little higher."

Measurements taken, I prepared to leave when I remembered that Janet had yet to tell me what she had in mind about my shoes. "Oh, it's about the shoelaces. Go for contrasting coloured shoelaces – it'll add pizzazz to your style. It's the in thing – bright red shoelaces with brown shoes. Or purple shoelaces with brown leathers. Or pink with black shoes."

I have yet to follow her advice. **E**