



## Preface

Clothes should make you feel good. It's a simple idea but an oddly revolutionary one. Too much of the fashion industry is about the search for the new and the spectacular. But this quest just gets exhausting and leaves you feeling annoyingly dissatisfied and looking like some crazed stylist's walking fantasy. Instead, how about investing in a jacket that will still be a welcome sight in your wardrobe in a year's time (or several)? Or owning a piece of jewellery that grows more loved with the patina of use? Or a tie that can turn your look from so-so into super-sharp in an instant (and help you look rather better than you may be feeling)?

And there's another part of the fashion equation that needs to be remembered: who made that shirt? In a world of fast fashion, we should champion the slow. That means taking a moment to look at the "made in" label and wondering whether the makers enjoyed a safe and secure workplace while sitting at their sewing machine. Why not have fewer things but better things? Things that were made by people who were properly paid for their day in the factory for a start. It's time to care about the story behind what you wear.

Over the coming pages we'll pick some staples that will stand the test of time and also venture into the world of retail to meet the owners of small stores who are passionate about what they do and will give you attentive service. From Double Monk in Melbourne to Trunk Clothiers in London, these are people who own their own businesses and know that they will only thrive by selling you things that you'll cherish (and look good in).

And we also take time out to meet the dapper gents who attend Pitti Uomo, the menswear trade show that takes place twice a year in Florence. Survey their outfits. What's so refreshing is that while many of these men have nice lined faces and grey hair too, they look great. Dressing well is not the preserve of a single generation and there is a whole set of septuagenarian Japanese who prove that looks can genuinely mature with age. Stay sharp. Dress well.



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**Eight pieces**

The wardrobe essentials for men and women that will see you from year to year, season to season, from a pair of well-made Oxford brogues to a soft, handknitted jumper.



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**Style elements: Pitti Uomo**

The exhibition halls at Europe's top menswear show are a good hunting ground for dapper dressers. We meet some of the men at the fair in Florence for some sartorial inspiration.



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**Ten shops**

The stores around the world that know how to give a good shopping experience, from the wares on the shelves to the attitude of the assistants and from the lighting to the flooring.