



Inspire confidence and trust:
Image makes the difference

Bond Style, James Bond, that is

Admit it, you (or a special man in your life) always wanted to be James Bond. Take away the cars, the villains, the gadgets, the exotic locations and what have you got? A man who's impeccably dressed regardless of the cliffs he's jumped off or the bad guys he's sent spinning over a span bridge.

Of course, Bond has a wardrobe department to thank but the essence of Bond style is simplicity and attention to detail. That's something any man can do, especially when you're not really a secret agent.

To channel your inner Bond, start with:

- A well-fitting two button suit. A few tweaks can make an off-the-rack suit look like custom made. Ask for a second opinion from the in-house tailor or trusted expert. Don't forget to put your phone, wallet and any other gadgets in the inside jacket pockets to ensure the perfect fit.
- Make sure your trousers break at the top of your shoe. Bond doesn't show off his socks.

Add:

- A shirt with collar stays so the collar lies flat in every situation.
- Half an inch of shirt cuff showing below your jacket. Three quarters if, like Bond, you wear French or double cuffs.
- A half Windsor knot to keep your tie perfect—dimple a must. Tie must reach the top of your belt buckle.
- Polished, well cared for shoes
- A visit to the hair stylist, not barber, every 4-6 weeks
- Nicely groomed hands and fingernails. Bond doesn't bite his nails—ever.

Countless studies have shown that people take you more seriously if you look polished. Bond always looks polished. And without the gangs of super villains, flying debris, showers of bullets and constant risk of blood stains, you can, too!

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