

Aklosu

Elements of Sophistication



Owning the right pieces is one thing.
Putting them together is another.

Assemble timeless and classic outfits every
day using these Elements of Sophistication.

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The Support Team

The journey to style sophistication starts with your wardrobe and the tools that support it.

Building a Strong Foundation

Collect foundational pieces in neutral colours to craft a versatile and masculine wardrobe.





Greater than the Sum of its Parts

Ties should complement the wearer, not overshadow him. The most forceful statement is understatement.

Press to Impress

Always press your clothes.
Wrinkles are distracting and
convey negative connotations.





Shoe Care

Get a polishing kit and shoe tree. Protect and get the most out of your investments.

What's the time?

Wear a watch. Consider it functional jewelry. Use it to complement your outfit and align it with the message you're communicating with the rest of your style.





A Slim Dignified Wallet

A bulky wallet is an unpleasant sight. Show refinement by removing unnecessary items and create clean lines throughout your outfit.

Around the Waist

Have some variety in colour but keep it simple. The belt buckle shouldn't be the first thing that people notice when they see you. For balance, wear belt colours that are close to your shoe colour.



Socks

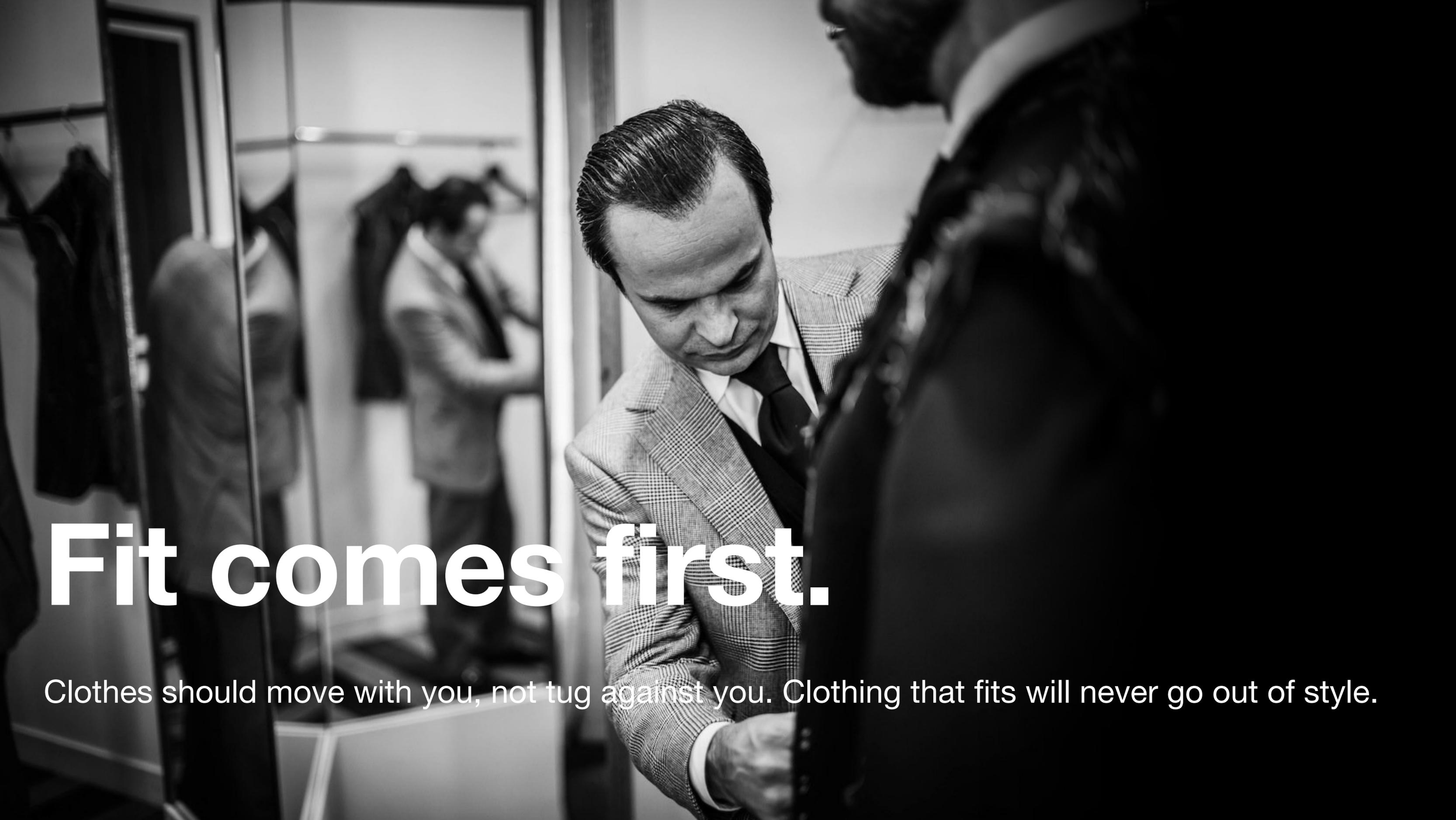
Contrast should be used to draw attention towards your face not your feet. Wear socks that are close in colour to your trousers.





A Dignified Bag

Ditch the backpack and invest in a messenger bag or soft briefcase.



Fit comes first.

Clothes should move with you, not tug against you. Clothing that fits will never go out of style.

Fitted Shirt

A well-fitting dress shirt is essential. Not too baggy and not too tight. An allowance of 1.5" is a good rule of thumb.

Allowance is the difference between the measurement of the garment and the measurement of the body.





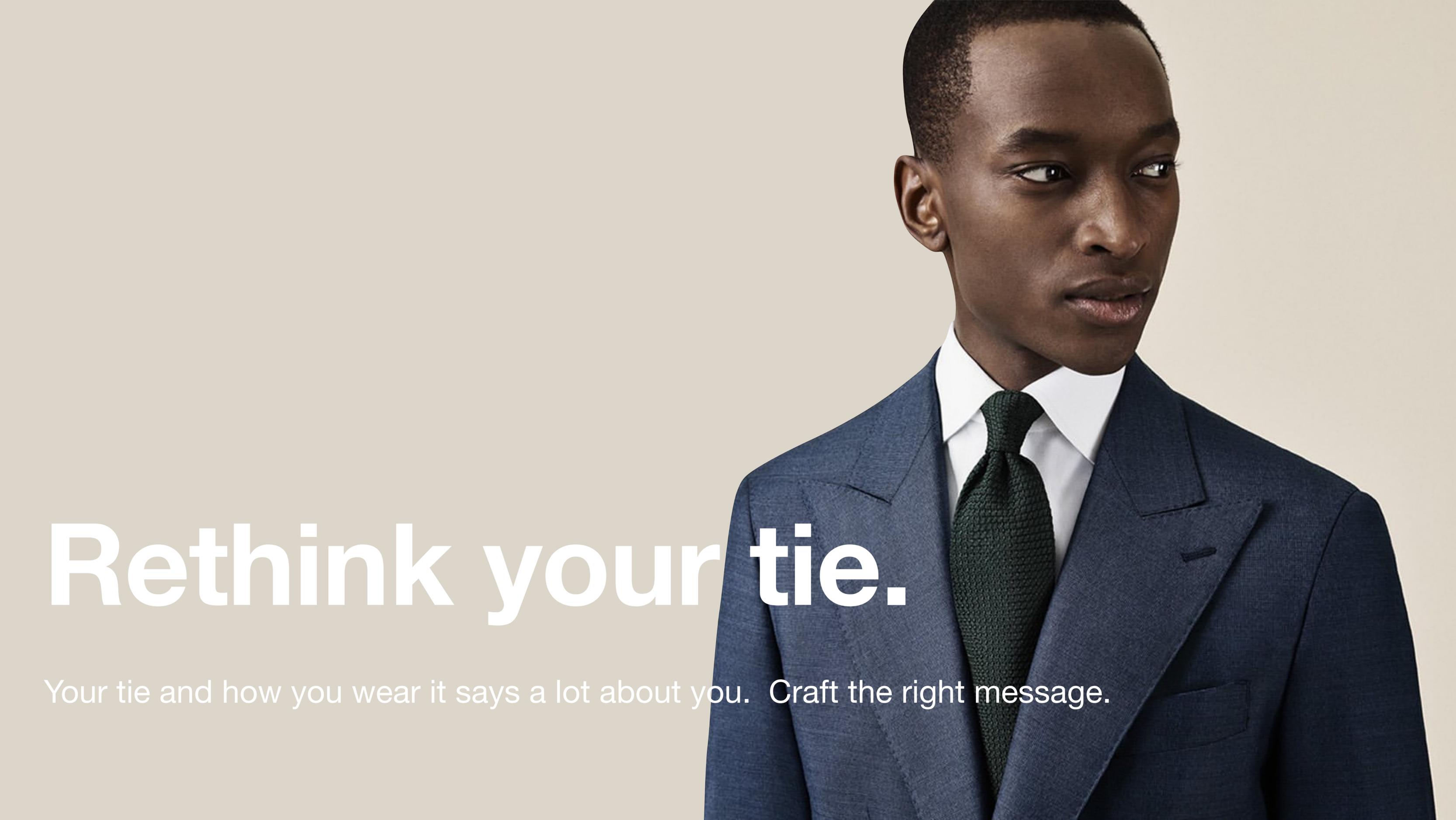
The Jacket

Your jacket sleeve should end just above hinges of your wrist so you see about 1/2" to 3/4" of your shirt cuff.

Trousers

Have your trousers tailored so that there is little break. Never let your trousers bunch up over your shoes.



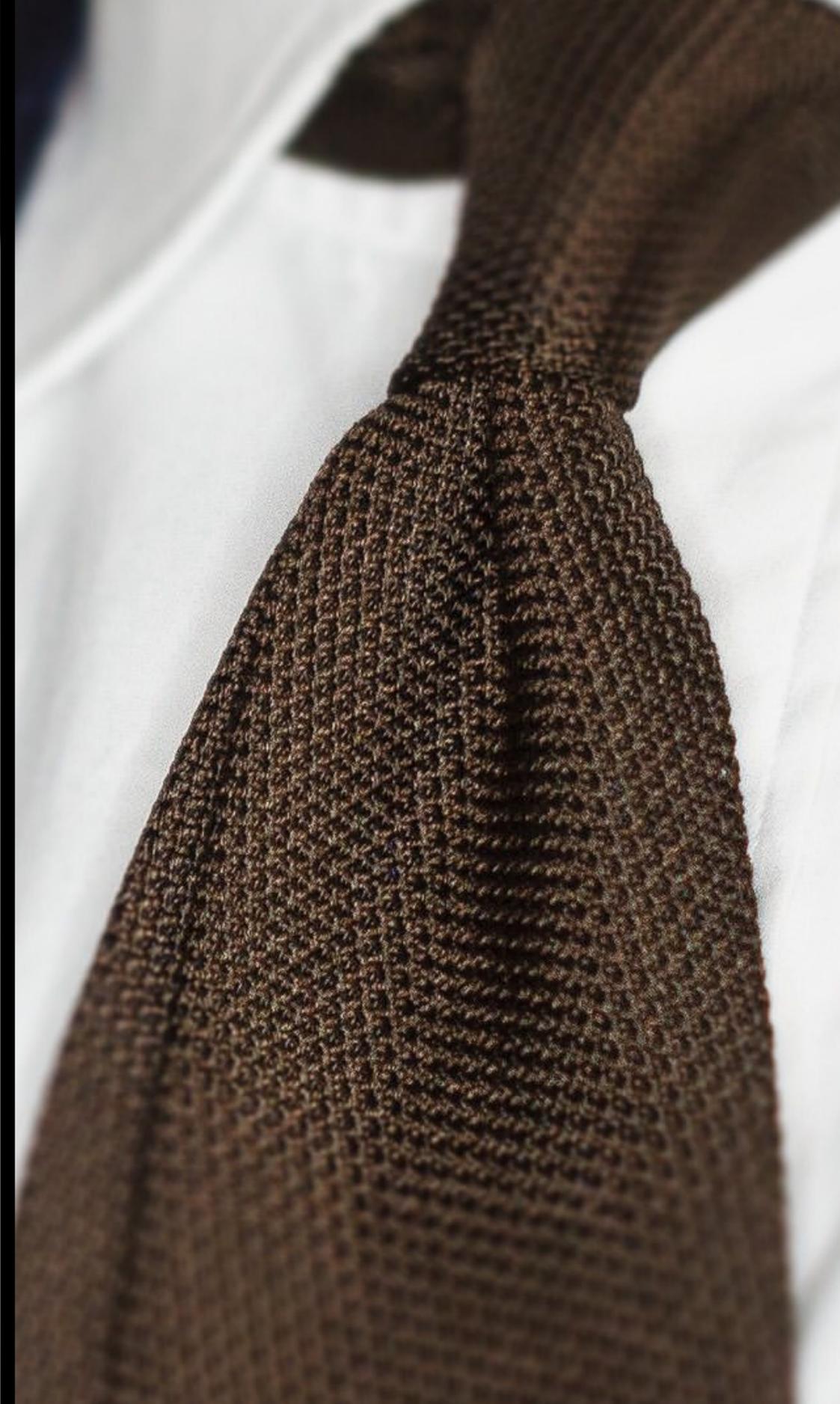


Rethink your tie.

Your tie and how you wear it says a lot about you. Craft the right message.

A Charming Dimple

The 'dimple,' or the small fold beneath the knot of a tie, is a small yet stylish detail that transforms your tie.





The Knot You Need to Know

Simple. Asymmetrical. Perfect for any collar. The Four-in-Hand Knot is our go-to knot.

A Tight Knot

Always look sharp in your tie.
Tighten your knot to make your
tie look like its intended shape.





Pocket Square & Tie

Never wear a pocket square that is the same pattern as your tie. Instead, wear a square that shares one or more of your tie's colours.

Hitting the Sweet Spot

Your tie should end at your belt. Hitting this sweet spot will help balance your frame.





Don't Accessorize Your Accessories

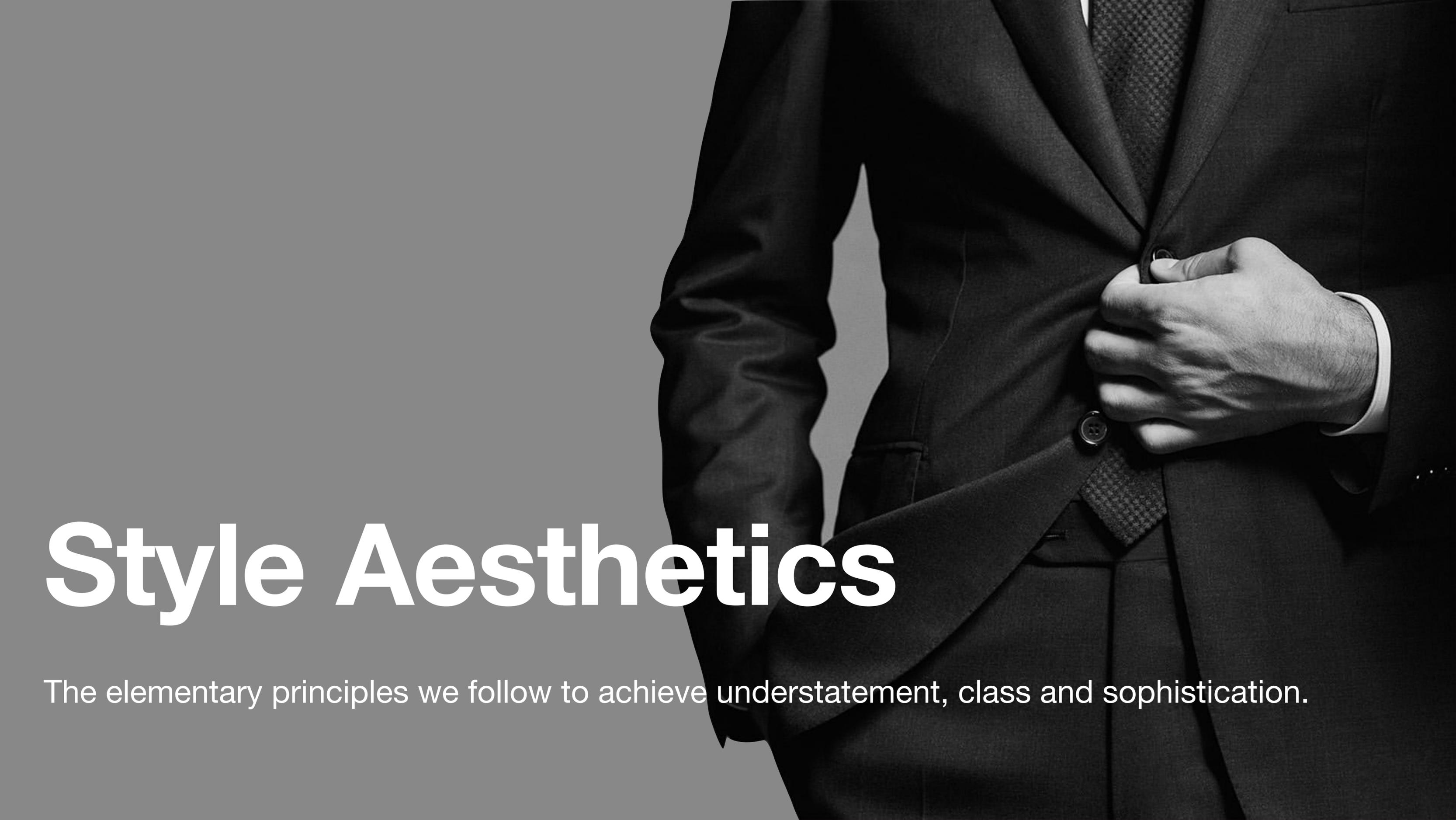
No matter how you look at it, a tie is an accessory. It's unsophisticated to 'accessorize' your accessory.

Avoid tie-bars and pins. They look gaudy and they're prone to damaging your hard earned investment.

Essential Bow Tie Style

A self-tie bow tie shows class, attention to detail, and an eye for style.





Style Aesthetics

The elementary principles we follow to achieve understatement, class and sophistication.



Balance and Proportion

Coordinate your collar spread, tie knot and lapel width to create balance. The right proportions signal sophistication.

Details

It's the details that help you look better than the guy next to you. Add a subtle pattern or an accent colour to your outfit today.





Colour

Dressing is a visual art. The proper colour palette creates harmony between potency and panache. When incorporating bold colours limit it to smaller areas of your outfit and balance with large areas of neutral colours.

Subtle, Yet Alluring Patterns

Balanced and subtle use of patterns creates visual interest and a desirable effect: not ostentatious, but undeniably noticeable.



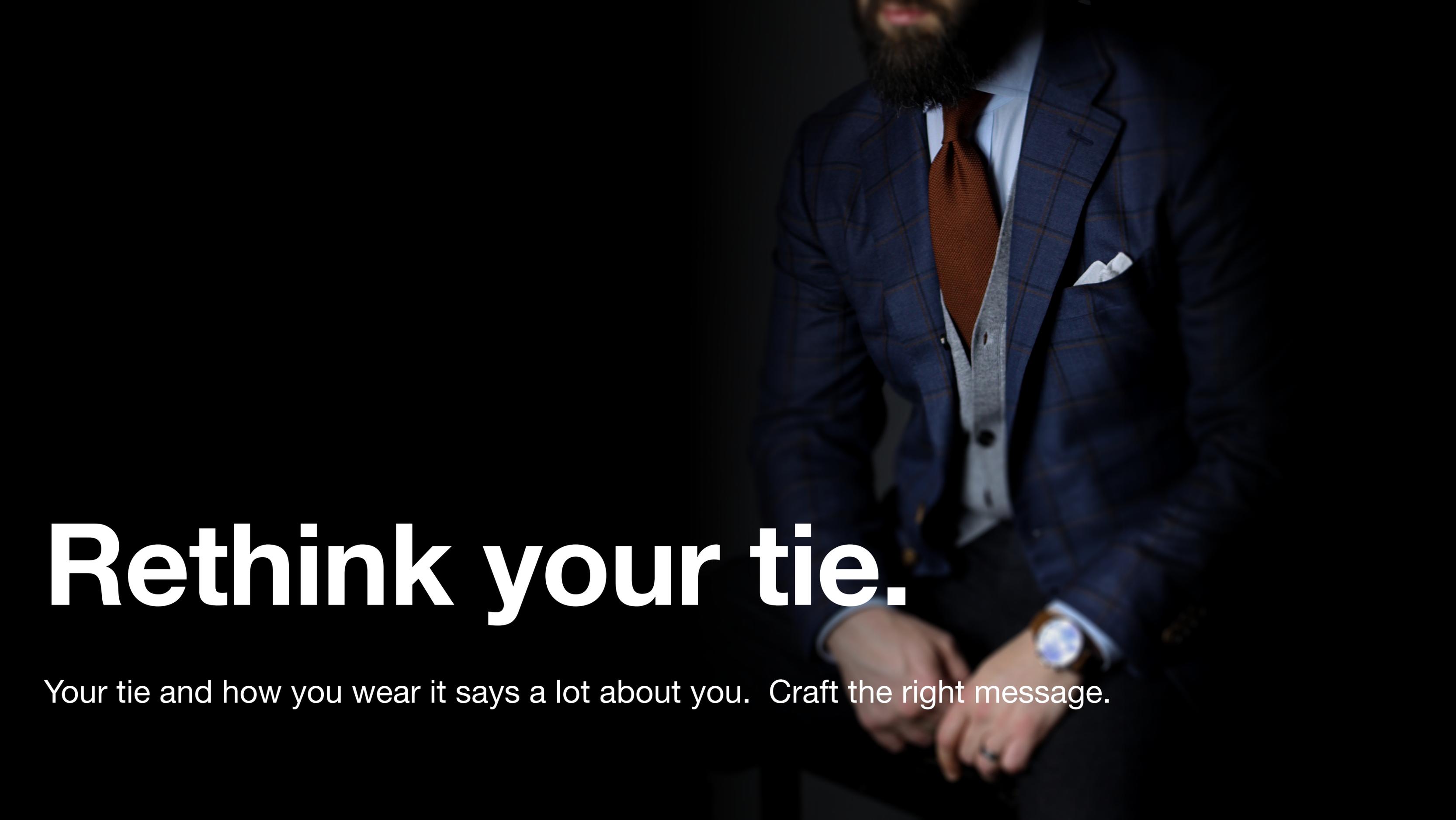


Keeping it Simple

A curated and edited look makes for a timeless style, immune to changing fads and trends.

Having the right tools doesn't mean you'll carve an exquisite sculpture. Like a sculptor, you need the knowledge to use the tools to create sophisticated looks every day.

Fit, proportion, simplicity and paying attention to the details. These are the foundations of looking good and feeling confident. Now go out there and make sophistication easy.



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**Look better
than the guy
next to you.**

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