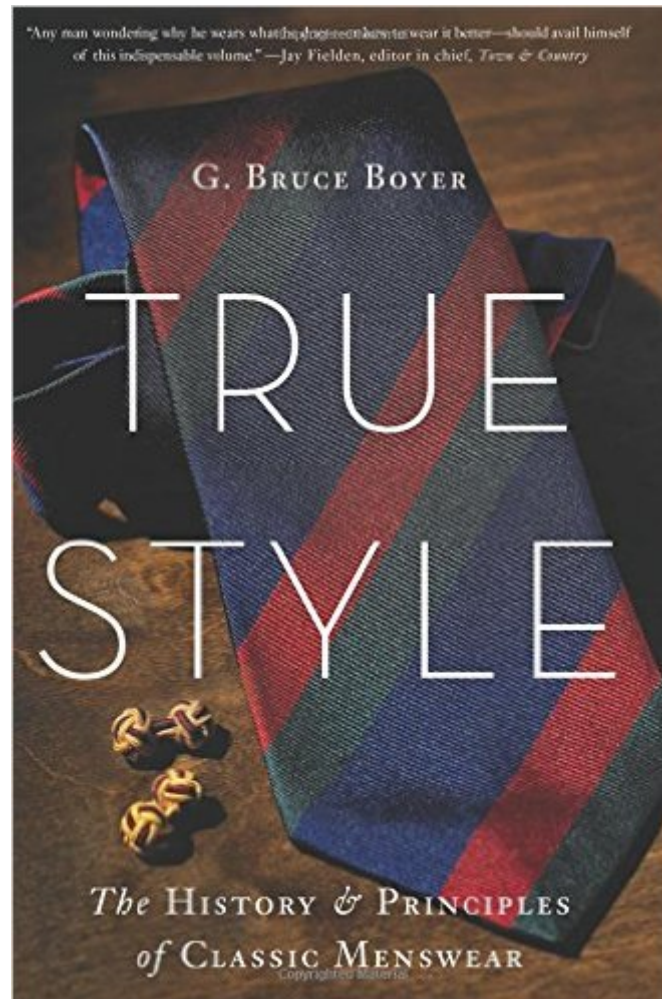


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# True Style: The History And Principles Of Classic Menswear



## Synopsis

From choosing the right pair of eyeglasses to properly coordinating a shirt, tie, and pocket square, getting dressed is an art to be mastered. Yet, how many of us just throw on, well, whatever each morning? How many understand the subtleties of selecting the right pair of socks or the most compatible patterns of our various garments—much less the history, imperatives, and importance of our choices? In *True Style*, acclaimed fashion expert G. Bruce Boyer provides a crisp, indispensable primer for this daily ritual, cataloguing the essential elements of the male wardrobe and showing how best to employ them. In witty, stylish prose, Boyer breezes through classic items and traditions in menswear, detailing the evolution and best uses of fabrics like denim and linen, accoutrements like neckties and eyeglasses, and principles for combining patterns, colors, and textures. He enlightens readers about acceptable circumstances for donning a turtleneck, declaims the evils of wearing dress shoes without socks, and trumpets the virtues of sprezzatura, the artistry of concealing effort beneath a cloak of nonchalance. With a gentle yet firm approach to the rules of dressing and an incredible working knowledge of the different items, styles, and principles of menswear, Boyer provides essential wardrobe guidance for the discriminating gentleman, explaining what true style looks like—and why.

## Book Information

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## Customer Reviews

As men's fashion writers go, Bruce Boyer is one of the better ones. The subtitle of "True Style", "The History and Principles of Classic Menswear", overstates its comprehensiveness by a mile. "True Style" is a compilation of disconnected articles treating a diverse group of clothing items and ideas.

The chapters served well as magazine articles focused on narrow topics, but they do not cohere as a book. You might be occasionally entertained or enlightened, but you will not come away with a deep, or even useful, knowledge of the history and principles of classic menswear.

G. Bruce Boyer is an acknowledged expert in classic menswear. While he favors the Ivy style, this book looks at all styles in the classic clothing field. Boyer has collected pieces he wrote for magazines, and on-line blogs, into what is the third book in his excellent series about clothing (Elegance and Eminently Suitable are the first two books). It is NOT a "how-to" manual that teaches you how to tie a bow tie or helps you chose the best colors for you to wear. It is a mix of a history and celebration of great clothing and accessories. "True Style" educates the reader on why we wear what we wear. The book is a must-have for your sartorial library.

Excellent book written with a sense of class and style that is sadly disappearing. This book should be in every man's library in the country if not the world, and it would help make the world a better place by giving men the sense of pride and confidence that we all should have.

If you read the subtitle of this book, you will gain an insight into what it is about; The History & Principles of Classic Menswear. It then helps to understand that Boyer is English (but does not limit his coverage to the English, venturing across the Atlantic frequently), and finally that he eschews fashion as the fashion houses provide it on the runway. He particularly likes the English Country House look, but also the Ivy style. He believes that anything that is too shiny, too ironed, and or too flashy represents an ostentatious display of wealth, apparently whether one is wealthy or not, or fashion consciousness. With this as a background, if you are interested in learning more about men's clothing, accessories, and grooming, I think you will find this book to be an interesting and educational read. Also be aware that he does believe that each man should develop his own style. His prejudices against the well ironed and brightly colored seem to contradict, or at least limit, his belief that each man should develop his own style. The chapters are mostly based on articles he has published in the past, but are edited to provide cross references within the book and to knit it into a unit.

Bruce Boyer reminds us that it's worth the money to invest in good quality clothes. Back in 1960 in Oxford I bought a Harris tweed jacket, and jokingly asked the clerk if the jacket would last a long time. With the straightest of faces he replied: "they'll bury you in it, sir." In fact, my son now wears

that oft-relined jacket. Boyer's arch authorial tone is reminiscent of Paul Fussell's satirical remarks on clothing in that snottiest of books, *Class: A Guide Through the American Status System* (1983). Fussell's Swiftian remarks on legible clothing, prole jacket-gape, and the popular prole cap (a baseball cap worn backwards to display the adjusto-strap) are hilarious. Boyer is a tad too polite to dwell on the sartorial insults that surround us. Otherwise he is a reliable vade mecum.

Mr. Boyer never disappoints in making fashion history read like a novel. There's a story behind every piece of clothing you choose and Mr. Boyer knows what it is and delights in telling us. I highly recommend this book.

Mr Boyer's book, "True Style...." is a great read and it does help to have some knowledge of apparel going in. This is not a "how to" book, but more of a thoughts and history of issues relating to mens apparel.

I love Boyer's writing style so even though I'm not very interested in fashion, I love essays and he writes a good one. A lot of good ones.

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