

The Everyday Essentials for a Well-Dressed Gentleman's Wardrobe

- ◇ Three or four white dress shirts—pressed and ready to wear
- ◇ Three or four subtly patterned or colored shirts
- ◇ At least one solid charcoal gray or navy suit
- ◇ One or two pairs of gray pants
- ◇ One or two pairs of brown pants
- ◇ At least one pair of tailored or well-fitting black dress pants
- ◇ A black or navy blazer
- ◇ At least two pairs of dress shoes—ideally, brown and black
- ◇ Belts that match your shoes—brown leather and black leather
- ◇ An appropriate overcoat or jacket for each season
- ◇ Finishing Touches—a wrist watch, a quality pen, or perhaps a business card case

Ten Rules of a Well-Dressed Gentleman

- 1) Wear clothes that fit you.**
And if you need to wear a suit for a special occasion, try it on a week prior to the engagement so you have enough time to visit the store and request necessary alterations.
- 2) Always wear your suit pants and suit jacket together.**
We strongly discourage splitting up your suit to create a casual or sport outfit. Furthermore, you cannot pair your navy/black blazer with navy/black pants to make a suit.
- 3) Wear lace-up shoes with your suit.**
Your loafers or saddle shoes are not appropriate to wear with dress attire, especially suits.
- 4) Shine your shoes.**
Keep a shoe shine kit in your closet. If you have questions about shoe care, we will gladly help you assemble a kit and show you how to shine your shoes.
- 5) Coordinate your colors and textures.**
Your belt should match the color and texture of your shoes; your socks should match or coordinate with your pants.
- 6) Measure your neck before you buy a new shirt.**
Like your waistline, your neck circumference also changes. Make sure you can slip two fingers between you neck and the shirt collar when trying on a new shirt to ensure the neck will still be comfortable after laundering.
- 7) Save material scraps.**
Make sure you hang on to those scraps of fabric that come in the back pockets of your pants so you can use it to find coordinating ties, shirts, and accessories.
- 8) Wear your necktie correctly.**
Tie your necktie so it is long enough to reach your belt buckle. And if you're wearing a dressy suit or sports coat, wear a dressy tie.
- 9) Do not mix and match seasons.**
Only wear the following items between Memorial Day and Labor Day: linen/linen blends jackets & pants; light colored or tropical weight wool; silk, silk/rayon or madras shirts & jackets; seersucker pants, shirts, or jackets; white nubuck shoes.
- 10) Ask Graham's for advice.**
We are here for you if you have any questions or need some fashion insight; just call, email, or stop in to see us!



The Well-Dressed Gentleman's Guide



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Gentlemanly Advice from Ben Graham

Congratulations on your purchase from Graham's! We hope that you are as proud to wear our clothing as we are to have you as a client.

Consider this brochure a special gift from us. We know you have more important things to remember than what to do if your pant hem unravels, so we compiled this brochure for you to keep as a handy reference guide. Hopefully these tips and guidelines will help save you money, time, and possibly some embarrassment in the future.

Tuck it away in your sock drawer for future reference or pass it on to a family member or friend who may need the clothing advice more than you.

Thank you again for your business, we truly appreciate it!



Well-Informed = Well-Dressed

FABRIC: The finest suits are made of 100% wool.

Care enough to look good.

Wool comes in an assortment of weights, grades and weaves; it is a versatile natural fiber that will keep you cool during the hot summer months and warm in the cold of winter. And unlike cotton and other natural textiles, wool does not readily absorb body sweat and odor. As a natural fiber, wool needs to breathe, so do not keep it covered in plastic from the dry cleaners and make sure your garment bags are breathable (put a small block of cedar wood in your garment bag for good measure if storing for an extended period). Should your suit get wet, hang it up as soon as possible and allow it to dry naturally in an open area away from any heat sources.

CLEANING: All Graham's suits and sports coats are dry clean only, as are your 100% wool slacks. Always read the care instructions on the labels sewn inside your garment before cleaning. Machine washable dress pants should be dry cleaned periodically (after every third or fourth time they need laundered), as it will help restore some of the original shape and bring back those nice, clean creases. Your wool suit shouldn't need dry cleaned more than twice a year. Frequent dry cleaning is hard on a garment, but if you wear your suits regularly under normal conditions, ask your dry cleaner to steam press it from time to time for a good freshening up.

TAILORING: There is always a chance you'll encounter some minor snags or glitches in your clothing, no matter how expertly tailored or expensive, so be prepared—Keep a travel sewing kit in your car, medicine cabinet, and/or shaving bag so you can make minor repairs when you're on the road or in a hurry. •If you encounter a loose thread on

your pant hem, cut it instead of pulling it to prevent the entire hem from falling loose. Graham's can re-stitch a hem for you in less than 5 minutes. Most dry cleaners will also re-stitch pant hems. •If your button is hanging on by just a thread, clip it off and stick it in your pocket so you don't lose it. Graham's can re-sew or replace loose and broken buttons in a matter of minutes. And if you lost a button completely, our tailor shop probably has a close match. •If your jacket or skirt lining comes loose or hangs below a hem, pin up the lining temporarily until you are able to bring into the store and our tailor can re-tack it for you while you wait. •Should you discover a burn hole, tear, or moth damage on a pair of pants or your favorite jacket; don't fret, all is not necessarily lost. A fabric re-weaver can take extra pant material and reintegrate the material fiber by fiber to mend the hole.

CARE: It's important to keep your clothes looking good even when you're not wearing them. Ideally, you should store your suit without a plastic covering and hung on a contoured hanger. Contoured hangers, like the ones that come with your suits from Graham's, maintain the natural shape of jackets and support the shoulder paddings. Wire hangers from the dry cleaners and those colored, plastic hangers that match the lamp shades are not suitable for supporting suits, sport coats or overcoats. Never leave your suit jackets and sport coats buttoned while hanging in your closet. Jacket lapels are designed to naturally lay over one another flat, so hanging your jacket buttoned up will cause the lapels to bulge and prevent the coat from laying smoothly and naturally on you. •Keeping cedar wood in your closet is important for repelling moths that may otherwise enjoy dining on your fine woolen suits, pants, and sport coats. You can easily incorporate cedar into your closet by using a cedar shoe tree, which will also serve to help eliminate foot odor from your shoes.