



# ET CETERA

DELIVERING SARTORIAL EXCELLENCE



## CERRUTI AFICIONADO

We talk to insiders from the most exclusive textile mills



## WHEN IN FLORENCE

Pitti Uomo: destination of choice for menswear trendsetters



## WHO CARES WINS!

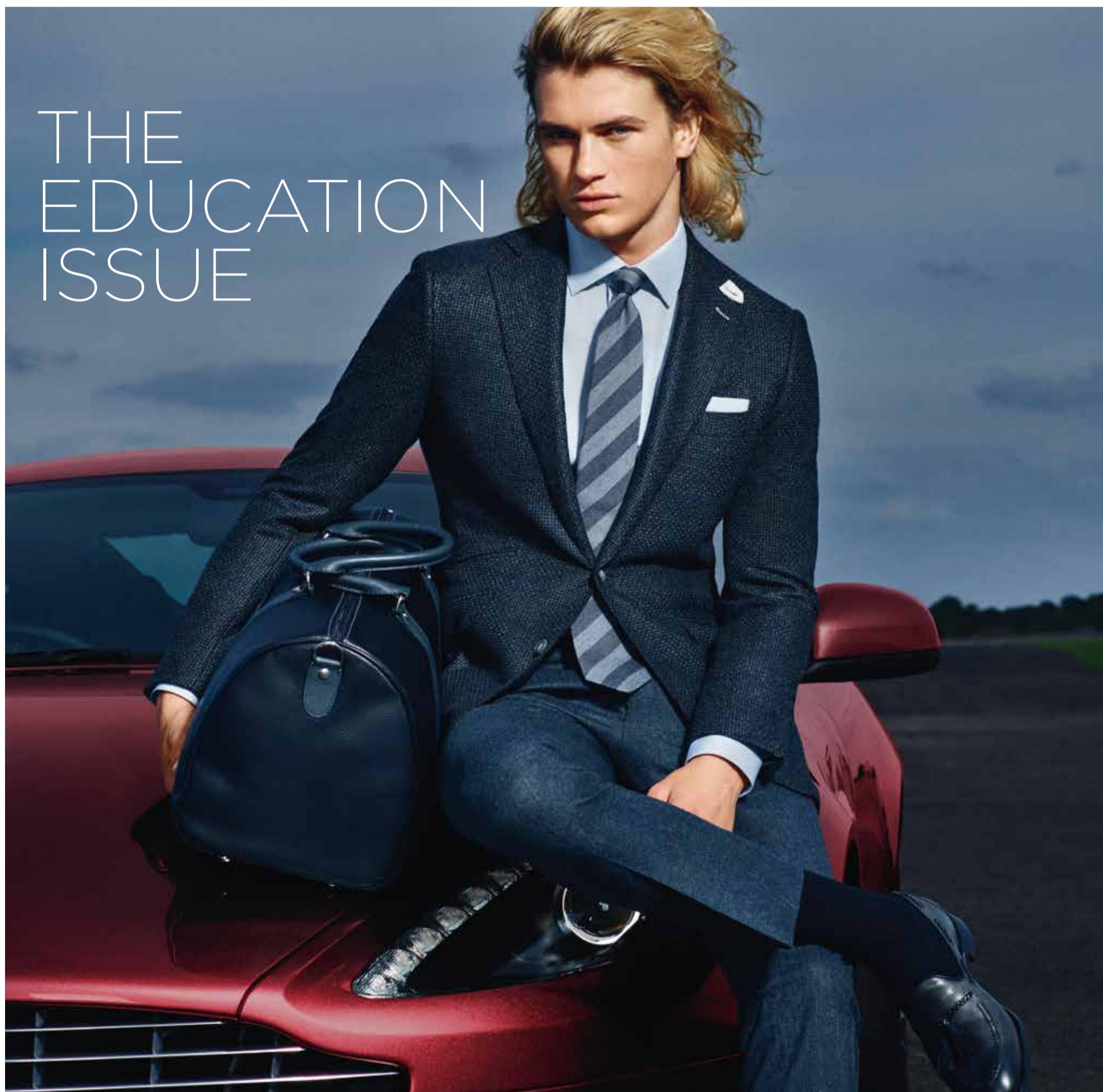
Look after your kit to get the most out of your wardrobe



## STYLE COLLABORATORS

Our new accessories collection with the Morgan Motor Company

# THE EDUCATION ISSUE



# INSIDE ET CETERA



Top-to-toe style p.7

## WHAT'S INSIDE

### 3 THE EDIT

Leading stylist Lee Holden pulls together his look of the season

### 5 C&C LOVES

We share some of our favourite pieces from Autumn/Winter 2016

### 6 WHEN IN FLORENCE

Style heaven at Pitti Uomo - the most exciting event in menswear

### 8 MAN & MACHINE

Beautiful tailoring complemented by the most elegant of motors

### 10 FABRIC AFICIONADOS

Three experts give their insight into upcoming trends and more

### 12 MY STYLE

The urbane world of celebrated fashion photographer Alistair Guy

### 13 THE INFLUENCERS

Stay in the know with these must-read fashion blogs



Looking good at Pitti Uomo

### 15 BRAND NEW BEGINNINGS

Clements and Church joins forces with the Morgan Motor Company



## ISSUE 2

### the education issue

Firstly, we'd like to extend a huge thank you to all our loyal clients for their support since the last issue of Et Cetera. It's been a great season. We've taken the Clements and Church collection overseas, with fantastic trunk shows in New York and Michigan, as well as showing our wares across the UK. We'll be doing more of the same over the next year, Delivering Sartorial Excellence to cities on both sides of the Atlantic.

We're writing to you from Milan, where we're sourcing some fabulous fabrics for future designs, as well as visiting Florence and Biella, a region famous for its textiles, for added inspiration.

Beautiful bespoke tailoring is now available alongside our ready-to-wear collection incorporating some key trends of the day. As ever, we do our absolute best to bring you the finest products at reasonable prices. At Clements and Church, we like to educate our clients in the unique world of custom-made tailoring, and we've dedicated this issue to passing on some of the knowledge we value most. We hope you enjoy it.

**MARK NASH**  
**AARON JOHN**

*Plus*

### 11 4 WAYS TO WEAR YOUR JACKET AND STYLE YOUR SQUARE

## What's new

Two British brands come together: Clements and Church in an exciting new collaboration with the Morgan Motor Company



Morgan Aero 8

**TAKING CARE**  
p.4

ESSENTIAL TIPS ON HOW TO KEEP CLOTHES AND SHOES IN TIP-TOP CONDITION



### ON THE COVER

Rising star Charlie Kennedy at Established is the face of our AW16 campaign  
Photography: Sean Gleason  
Styling: Lee Holden

1. **Reginald Bentham**  
Gilet  
100% Merino Wool  
£179.95

2. **Hunter Stokes**  
Pocket Square  
78% Wool, 22% Silk  
£54.95

3. **Harold Newell**  
Tie  
56% Wool, 44% Silk  
£109.95

4. **William Barley**  
Shirt  
100% Egyptian Cotton  
£159.95

5. **Rufus White**  
Blazer  
77% Wool, 20% Cotton, 3% Cashmere  
£799.95

6. **Hubert Stanford**  
Loafers  
Grey  
100% Leather  
£499.95

7. **Clifford Stanford**  
Belt  
Black  
100% Leather  
£109.95



## THE EDIT

We round up the pick of this season's crop of sartorial etceteras by stylist Lee Holden





**LOVE YOUR SUEDE**

Brush suede gently and regularly with a suede brush, and never attempt to spot clean with water

# WHO CARES WINS

Follow our essential tips on how to keep clothes and accessories in tip-top condition - you may be surprised how much difference it makes



**TROUSERS**

Invest in wooden clamp hangers, and hang trousers from the bottom to de-crease.



**SHOES**

Use cedar oak trees as they maintain the shape of shoes and prevent leather from cracking.



**JACKETS**

When packing, turn the jacket inside out, with the lapels folded over, then fold.



**SHIRTS**

To avoid shrinkage, wash at a maximum of 40 degrees. Never tumble dry.



**POCKET SQUARES & TIES**

Press on reverse with a cool iron under cloth.

## TAILOR'S TIPS



Tailor  
**NATHAN CONWAY-GREALISH**

Don't be afraid to contrast patterns, colours and textures; they work better than you think and give you a point of difference.



Head Tailor  
**MATT RODEN**

Slimming sleeves on a jacket can finish off the tailoring perfectly.



Tailor  
**PADRAIC FOLAN**

I'm a strong believer in the three C's - classy, casual and comfortable.

Don't be afraid to be inventive. Trying trainers with a suit is a perfect example.



Tailor  
**JACK WHITEHURST**

A gilet can be a great alternative to a waistcoat to complete that autumnal look.



1

**PERFECT POCKETS**  
Hunter Daley  
78% Wool, 22% Silk  
£54.95

4

**DAPPER DETAIL BROGUES**  
James Stanford  
Brown  
100% Leather  
£499.95

2

**SOFT SUEDE BELT**  
Clifford Jones  
Brown  
100% Suede  
£109.95



3

**ESSENTIAL CLASSIC CHINOS**  
Blake Chapman  
98% Cotton, 2% Elastane  
£249.95

CLEMENTS & CHURCH

# LOVES

WE BRING YOU OUR TOP FIVE FROM THE AUTUMN/WINTER COLLECTION



5

**FORMAL ELEGANCE**

Single breasted two and three-piece suits in classic navy and charcoal. Teamed with white shirts and club stripe etceteras. Montgomery Hughes £1,599.95 (left) Montgomery Jackson £1,899.95



# WHEN IN FLORENCE.... PITTI UOMO

PHOTOGRAPHY BY  
BENJAMIN KAUFMANN

It is without doubt the place to be seen – the only event in the menswear calendar with the power to pull in the global great and the good – and this season's Pitti Uomo truly did not disappoint.

International press and buyers flocked to sweltering Florence for the mighty SS17 trade show, where the hot ticket was for innovative Belgian designer Raf Simons and his collection Florence Calling.

The four day event saw buyers embrace this season's unisex silhouettes, and the trend for combining casual and formal wear – think soft knitted jackets and elegant classics in pastel and dusty shades reminiscent of French Riviera chic.

**"The answer? Anything goes. Take inspiration from sprezzatura, meaning 'stylish imperfection', mastered by the Italians."**

In their distinctive, custom-made threads, the travelling tailors from Clements and Church did not go unnoticed. The team wore beautifully tailored jackets in sumptuous fabrics, paired with slim-fitting chinos, silk knitted ties and pocket squares in club stripes and polka dots.

The pocket square was the accessory of the moment, with much discussion on how it should be folded. The answer? Anything goes. Take inspiration from sprezzatura, meaning 'stylish imperfection', mastered by the Italians.

Beautiful Florence provided the perfect backdrop for the sartorial etceteras for which Clements and Church is renowned. Accessories, as important as our impeccable cuts, provided the finishing touches, with luxurious leather luggage, belts, braces, colourful pop socks and bench-made shoes.



**THE PERFECT FIT**  
Clements and Church brings its distinctive style to Florence



CLEMENTSANDCHURCH

# INSTA RECAP



# HOW WE WEAR IT

CUSTOMERS SHOW US THEIR STYLE



**NICK BABINGTON**  
Director of Peninsula Business Services.

BABBY\_NICK



**PETE TREGO**  
Somerset cricketer and TV presenter for Insight.

PDT7

# SET THE SCENE

Be sure to set the right tone with top-to-toe style

LOOK 1



**BLAZER & BROGUES**  
Victor Williams **£799.95**  
Rowington Stanford **£499.95**

LOOK 2



**BLAZER & LOAFERS**  
Victor Rogers **£899.95**  
Hubert Stanford **£499.95**

LOOK 3



**BLAZER & MONK SHOE**  
Fenton Thomas **£1,199.95**  
London Stanford **£499.95**



# FABRIC AFICIONADOS

Beautiful cloth is the foundation of high quality tailoring. We talk to three industry experts, all of whom share a true passion for their work and their fabrics



**Fratelli Tallia di Delfino**  
Matteo Tonizzo

#### HOW DID YOU GET INVOLVED IN THE CLOTH TRADE?

I was 16 and it was thanks to Ottavio Crotti, the founder of Lanificio di Lessona, who built his textile empire from nothing. He encouraged me to train in every aspect of the textile business, and he's my business hero. He changed my life.

#### WHAT ARE YOUR SIGNATURE FABRICS?

Fratelli Tallia di Delfino creates unique products, from our heaviest 17-micron or Super 130's fabrics, up to the finest vicuna.

#### WHO ARE YOUR FASHION HEROES?

My fashion heroes are those who love to experiment with new things – that first step is the most dangerous but worth it if you can create something unique that will last far longer than a season. Clements and Church is one company doing something different.

#### CAN YOU NAME THREE GO-TO PIECES?

My blue double breasted jacket with cashmere, which is handmade and fits me perfectly. My three-ply trousers in light grey. A darker suit for the evening, in deep blue tonal check – though I love to wear colour during the day.

#### WHO'S WORN YOUR FABRICS BEST? (EITHER CURRENTLY OR HISTORICALLY)

I could say many big names from Japan or the US, even well-known football players, but we're not just about clothing these important people – though the man with Fratelli Tallia di Delfino fabrics in his wardrobe is never common.



**Cerruti**  
Umberto Paccotto

#### HOW DID YOU GET INVOLVED IN THE CLOTH TRADE?

It's quite a long story. I was hired for my languages and my availability to travel, but soon got hooked by the magic of textiles and fashion.

#### WHAT ARE YOUR SIGNATURE FABRICS?

Cerruti has a long history of leading the way in creating iconic fabrics. Our best known fabric is the Superissimo, now matched by our Prestige suiting ranges and Oxygen jacketing fabrics.

#### WHO ARE YOUR FASHION HEROES?

My first sales director, mentor Giuseppe Bollo, and the late Valerio Grosso. But a special mention has to go to Nino Cerruti who's a real symbol of our world.

#### CAN YOU NAME THREE GO-TO PIECES?

A navy blazer (I have at least three in various materials revolving in my wardrobe every season). A formal suit in dark navy and soft suede tassel loafers in as many colours as possible.

#### WHAT TRENDS CAN YOU PREDICT FOR NEXT SEASON?

We'll see more performance fabrics, combining quality with practicality. Lots of blue tones, soft weave effects and tridimensional fabrics with rich compositions. Flat and solid is out.

#### WHO'S WORN YOUR FABRICS BEST? (EITHER CURRENTLY OR HISTORICALLY)

Cerruti has been best friends with Hollywood for decades; it would be easier to say which celebrities don't (or didn't) wear Cerruti.



**Dormeuil**  
Patrick Bunting

#### HOW DID YOU GET INVOLVED IN THE CLOTH TRADE?

I worked on Savile Row for the tailors Kilgour, French & Stanbury. That's how I was introduced to the cloth industry.

#### WHAT ARE YOUR SIGNATURE FABRICS?

Dormeuil's signature fabrics would be: Amadeus (we celebrate its 25th anniversary this year), Tonik (registered trademark since 1957) and Ambassador (extremely lightweight Super 180's).

#### WHO ARE YOUR FASHION HEROES?

My personal fashion heroes would have to be the actors Cary Grant, Robert Redford and Steve McQueen.

#### CAN YOU NAME THREE GO-TO PIECES?

Easy – my French blue Amadeus, my plain black Aquaplan, and my silk, linen and wool blazer – all from Dormeuil.

#### WHAT TRENDS CAN YOU PREDICT FOR NEXT SEASON?

S17 will herald a sea of change. People are tired of austerity and uncertainty. The discerning gentleman will look for bolder designs, sharper colour contrasts and statement pieces that set him apart from the mediocre.

#### WHO'S WORN YOUR FABRICS BEST? (EITHER CURRENTLY OR HISTORICALLY)

Everyone who wears Dormeuil has class and sophistication, but if I had to pick, I'd say Victoria Beckham and James Bond.



## 1 JACKET, 4 WAYS

#### 1. FORMAL

This custom-made navy jacket, in a wool, linen and silk blend, is worn with merino wool trousers, Egyptian cotton shirt and silk tie.

#### 2. WEEKEND

For an off-duty look, the same jacket is paired with a grey knitted cotton polo by Zara, and slim fit Levi 510 jeans.

#### 3. SMART CASUAL

Looking particularly cosmopolitan with a merino wool navy V-neck and pale blue chinos, plus a printed cotton handkerchief.

#### 4. SEMI FORMAL

The jacket is paired with matching trousers in the same luxurious fabric, and a pale blue gingham shirt in Egyptian cotton.



## 4 WAYS TO WEAR A POCKET SQUARE

with tailor Aaron Foster

The pocket square is the accessory of the moment. Follow our guide on how to wear it for all manner of occasions:



#### PRESIDENTIAL FOLD

Understated elegance inspired by the clean tailoring of the 1950s and early 1960s. Perfect for formal occasions, such as black tie dinners.



#### STRAIGHT FOLD

Conservative, yet more casual than the presidential fold, and used for any occasion. I like to fan out the edges so they resemble pages in a book.



#### TWO-POINT FOLD

I find this fold most popular with our business and professional clients. It's a simple, yet effective way to add a little flair to an understated outfit.



#### THREE-POINT FOLD

One for the enthusiast, but a quick iron and steam will help keep all three points in place. I like the folds pointing out towards the shoulder for a sharp visual look.



Photographer: Yu Fujisawa

## MY STYLE ALISTAIR GUY

The fashion photographer talks to head tailor Ian Roper



### Home is...

North West London.

### Building you'd like to buy...

A holiday home in Tuscany.

### Favourite place to stay...

Brown's Hotel in Mayfair, London.

### Last book you read...

The Way We Wore: A Life In Clothes by my friend Daphne Selfe.

### Shops you love...

Fortnum & Mason, Corso Como [art gallery in Milan], Bicester Village in Oxfordshire [home of numerous designer outlets] and the newer Dover Street Market in London.

### Best meal...

HIX Mayfair

### Best place for a date...

Soho Farmhouse in the Cotswolds.

### Hero...

My father Major RW Guy and the actor Edward Fox.

### Last downloaded music...

A Moon Shaped Pool by Radiohead.

### Favourite brands....

Citizens of Humanity, Oliver Peoples, TOMS, Calvin Klein, Smythson, Belstaff, Thomas Pink, CHUCS and Mr.Start.

### Who do you call for a big night out...

My girlfriend Barbara [Bediova, who works for Calvin Klein], and my friends Philip Start [founder of menswear brand Mr.Start] and Fabrice Limon [founder of Scotch+Limon]

*Alistair has contributed to magazines such as British Vogue and Harper's Bazaar and has photographed some of the world's most stylish individuals. He's often pictured in the press himself, and recently celebrated 'Strong Women' with a pop-up exhibition in London's Mayfair.*

### BELOW:

Egerton Thornton Tie  
100% silk  
£109.95



### MAN ABOUT TOWN

*Never short of glamorous invitations, Alistair is often spotted wearing Clements and Church. Below: with his girlfriend Barbara Bediova*



## THE INFLUENCERS

We've identified the blogs that will guarantee you're always in the know. Meet the inspirational male style leaders who provide essential reading for the modern man with a love of life's finer things.



### THE DAPPER CHAPPER



THEDAPPERCHAPPER  
DAPPERCHAPPER.COM

The Dapper Chapper is a community of writers, covering all manner of modern male interests. Led by Adam Tanous, it started as a creative space to explore personal interests, but grew fast and was shortlisted for an award within a year.

### THE GENTLEMAN BLOGGER



MATTHEWZORPAS  
THEGENTLEMANBLOGGER.COM

London based creative consultant Matthew Zorpas is the man behind The Gentleman Blogger. He was once named 2nd best dressed men in Britain by Esquire magazine, and with style credentials like that, you know you're in very safe hands.

### A/G



ALIGORDON89  
ALIGORDON.NET

Ali Gordon likes to represent the everyday man and his blog is a lifestyle dream, with a particular focus on fitness, fashion and photography. Gordon is the type of guy who pulls off a DJ equally well as sneakers (though not at the same time).

### MR LIPARI



BENJARMIN  
WWW.LIPARIVITA.COM

Benjamin Lipari describes himself as a professional traveller, dividing his time between London and Australia, and displaying a rakish sense of style. When not jetlagged, Mr Lipari has worked out how to define suiting, and has a loyal following.

# A WEEK IN THE LIFE OF

*Phil Whelan: Travelling tailor for Clements and Church*

## MONDAY

### MEETING WITH A NEW CLIENT

For my first appointment, I take my essential kit of tape measure, pins and chalk, plus jackets in various sizes and fits. I also pack fabric bunches and inspiration cards.

I ascertain the client's lifestyle and objectives regarding his new suit. My advice on colours and styles depends on the client's body shape, tone of skin, hair and eyes.

**My look for today:** Business

Custom-made three-piece navy suit with a white cutaway collar shirt, striped tie and houndstooth pocket square with black double monk strap shoes.

## TUESDAY

### SECOND & FINAL FITTING WITH A CLIENT

Six weeks after our last meeting, I visit a client for a final fitting. I need to make some alterations and style some looks with shirts, ties and pocket squares plus suggest shoes and other accessories.

**My look for today:** Unique

Custom-made camouflage printed merino wool three-piece suit with a blue semi cutaway collar, blue knitted tie, white pocket square and black double monk strap shoes.

## WEDNESDAY

### WEDDING PARTY

Meeting with a bride and groom today as we'll be dressing the groom, best man and groomsmen. We look at the colours of the bridesmaid dresses and flowers. I suggest some custom-made ties with the couple's names and wedding date embroidered on the reverse.

**My look for today:** Relaxed

Navy chinos, white T-shirt, charcoal grey blazer and plain white trainers.

## THURSDAY

### CLIENTS GOLF DAY

We take some clients to play golf at Ardencore Manor in Warwickshire. Prizes are awarded for closest to the pin, longest drive and winning team.

**My look for today:** Golf

Grey custom-made long sleeved jersey polo with cream chinos.

## FRIDAY

### CHARITY BALL

Hosting a table at a charity fundraising dinner.

**My look for today:** Event

Green velvet smoking jacket, black satin stripe trousers, white shirt, black bow tie and white pocket square, with black patent and suede shoes.



My advice on colours depends on the client's shape, skin, hair and eyes.

PHOTOGRAPHY BY BENJAMIN KAUFMANN



### PHIL'S FAVOURITES

**FILM:** The Man From U.N.C.L.E.

**BOOK:** Men of Men by Wilbur Smith

**HOLIDAY DESTINATION:** Thailand

**SPORT:** Formula 1

**FOOD:** Tom yum goong (Thai Spicy Prawn soup)

**PET:** English Bullmastiff dog

**CITY:** Singapore

**BRAND:** Burberry

**CAR:** Mercedes 300SL

**GADGET:** iPhone 6

**WATCH BRAND:** Patek Phillip

**MAGAZINE:** GQ

**MUSIC:** Lana Del Ray

**TV:** Archer

**CELEBRITY:** David Gandy

**ITEM OF CLOTHING:**

My orange cashmere Clements and Church scarf

## TAILOR'S TIPS



Tailor

**JAKE THOMPSON**

A centre press on chinos can really set off a great formal jacket.



Tailor

**ADAM TUCKEY**

Layering knitwear can maintain a sense of formality when completing your look.



Tailor

**MATT BECK**

Don't use your pockets. Carry your essentials in your hands or in a bag to ensure that you look uncrumpled and elegant all day.



Tailor

**SEAN MCCORMACK**

A contrasting waistcoat is a garment worth purchasing. It will help in creating new outfits with either your existing wardrobe or anything new you acquire.



# BRAND NEW BEGINNINGS

Clements and Church partners with another great British brand to create a luxury accessories collection.

Shared values are the cornerstone of an exciting new collaboration between Clements and Church and the Morgan Motor Company, and will see us produce a range of bespoke accessories to complement the sports car brand.

Individuality, unrivalled attention to detail and an appreciation for quality materials are engrained in the philosophy of both British companies.

Morgan cars are more akin to a tailored suit than a simple vehicle for transportation. An infinite number of personalisation options ensure the car is built to fit its owner – just like a Clements and Church suit.

The initial accessories collection includes: limited edition cufflinks, belts, fitted Aero luggage and club ties, with each piece reflecting the unique craftsmanship of Morgan sports cars.

**LIMITED EDITION**  
A collection of cufflinks, belts, luggage, ties and pocket squares reflects the craftsmanship in Morgan sports cars

**Individuality, attention to detail and an appreciation for quality materials are intrinsic to both these British companies**