

# Style & Elegance?

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**W**hat does it take to become an elegant person? This is a very frequently asked question. Is it a matter of money? Is it a matter of knowing the rules? Perhaps it is a matter of time spent on trying to be elegant?

One thing is guaranteed, elegance both in our private and professional life reaps dividends. The world of elegance evokes positive emotions in you and the world around you.

Elegance in business communication also complements the picture of an effective, international manager.

*"One shouldn't spend all one's time dressing. All one needs are two or three suits, as long as they, and everything to go with them, are perfect."* Coco Chanel

## What must you do to be elegant?

First, you must have the proper attitude towards elegance. In other words, you must understand its relevance and to be ready to change your dress routines, if necessary. Having adopted this attitude, we can proceed through life with greater ease; without the proper attitude, one is advised to step back and study the happiness and high esteem in business and in private that seems to gravitate towards persons that are known for their elegance.

In your quest to achieve timeless elegance, you must take into account three other elements; these are basic rules of elegance, time and money.

You would be mistaken to think that style and elegance involved no money. We have mentioned money in the final position for a reason. Your attitude toward elegance, knowing the timeless rules and spending sufficient time to achieve good styling is far more important.

To be stylish and elegant, never underestimate the time factor. At first, it may take more time than you think. The more experienced you are, the less time you need to achieve an elegant dress. The Australian Aborigines have a sage saying: "The more you know, the less you need". How true.

*"First, I'd put money into shoes. No variety, just something I could wear with everything."* Diana Vreeland

## For what do we need time in the world of elegance?

Primarily to find the right size, the right quality, the right clothes for the right occasion and the right color coordination. But also to

learn, observe, read books and magazines about elegance, watch movies starring icons of style from whom to be inspired...

Time is directly tied to the virtue of patience. If you are not patient, forget about good style and elegance. You will choose then to be satisfied with the first decent dress, its quality, color and size. It is almost certain that such will not be elegant and stylish.

What then are the timeless rules? They are basic, universal and very relevant for elegant persons.

*"Wanna know if a guy is well-dressed? Look down."* George Frazee.

### 1. Occasion

Three types of dress can be distinguished:

- I. formal (business, balls, official events),
- II. smart casual (after work, weekends, informal events), and
- III. sport (holidays, beach, athletic events).

It is extremely important to match the right clothes with the right occasion and not to mix together one type of dress with another.

### 2. Type of person

In the world of elegance it is important to dress age appropriate and in accordance with your profession and personality type. As a stoic Greek philosopher once said, "Know first, who you are, and then adorn yourself accordingly." Can you imagine the CEO of a legal company walking in the business district wearing a rapper look?

### 3. Quality (in fabrics, cut, details)

Always choose the best possible quality for your clothes. This can not be over emphasized. Buy less, but buy better. In the long run, it's cheaper. How does one recognize good quality? For one, after many trips through the washer or dry cleaner, it remains the same color, size and cut as on the day it was purchased.

### 4. Right size

Your dress should fit perfectly! The wrong size is a direct assault on achieving proper proportions. The most common mistakes are: The length of sleeves too long or too short, trousers that are too baggy or shrunken sweaters, shirts and suits.

### 5. Shoes and haircut

If you want to be elegant, good shoes and a stylish haircut are a must. There is no need to justify expensive, classic shoes. In the long run, cheap shoes are more expensive as they won't last you more than a year. A top-quality leather pair, on the other

hand, will last for many years, with the odd resoling along the way.

### 6. Simplicity

Less means more. Everything in the world of timeless elegance is about simplicity in colors, shades, cuts and basics. Excess is always a mistake. The highest definition of simplicity is *understatement*. And *understatement* is nothing more than to have simple, best quality clothes with perfectly worked out details and to wear them unpretentiously. ■

## AMERICAN ICON OF STYLE



**Name:** Grace Kelly

**Lived:** 12 November 1929 – 14 September 1982

**Place of birth:** Philadelphia, Pennsylvania

**Profession:** actress (ranked by The American Film Institute amongst the Greatest Female Stars of All Time)

**Best known movies:** *High Noon*, *Mogambo*, *Dial M for Murder*, *Rear Window*, *To Catch a Thief*, *High Society*

**Private:** married to Prince Rainier III of Monaco and a happy mother

**Children:** Caroline, Albert, Stephanie

**Cause of death:** tragic auto accident in Monaco

**About success:** "I came to success very quickly. Perhaps too quickly to value its importance."

**About raising children:** "I am in favor of discipline. If you don't impose it on your children from an early age, life will impose it on them with a brutality of which no father or mother would ever be capable."

**Prince Rainier III about his beloved wife:** "Princess Grace is in some way simultaneously my Minister of Youth, Recreation, Health and Solidarity."

**Tommy Hilfiger about Grace Kelly:** "Her looks were simple, clean and classic. She was a natural beauty, not at all pretentious or overdone. Grace Kelly didn't have to worry about hair and makeup, or being weighed down with jewelry. She was refreshingly wholesome, confident, compassionate and full of poise. Purity, I believe, was her greatest asset."

**My recommended Movie:**

*To Catch a Thief* directed by Alfred Hitchcock, starring Grace Kelly, Cary Grant, Jessie Royce Landis and John Williams. The movie is set on the French Riviera, and was based on the 1952 novel of the same name by David Dodge. Edith Head won the Academy Award for her costumes, and made Grace look fabulous. The film is a blend of intrigue, romance and wit.

**My recommended Store:**

For classic and stylish shirts for women and men, I recommend: Emanuel Berg.