

# MEN'S FASHION

## MUSKA MODA

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### Rezime

Moda i praćenje modnih trendova su deo modernog društva. Mnogi ljudi, ne samo bogati, troše mnogo vremena i novca pokušavajući da budu u trendu. Mnogo muškaraca danas obraća pažnju šta oblači i kako izgleda u određenoj situaciji.

Istorija muške mode pokazuje da je bilo mnogo promena u prošlom veku koje su bile izazvane ratovima, ekonomskom situacijom, popularnošću različitih vrsta muzike, itd.

Po mom mišljenju, moda je jako interesantna i inspirativna tema o kojoj može mnogo da se kaže jer se ona stalno menja i svakog dana donosi neke novine. Za dalje istraživanje posebno je interesantna muska moda, kojoj se još uvek ne poklanja ista pažnja kao ženskoj modi.

**Ključne reci:** moda; muska moda; trendovi; novine; moderan; modni detalji; nedelja mode; muska frizura; ikona stila

### Summary

Fashion and following fashion trends are parts of the modern society. Many people, not only the rich ones, spend a lot of time, and money, trying to be trendy. Many men today pay attention to what they wear and what they look like on certain occasions.

The history of men's fashion shows that there have been lots of changes over the last hundred of years caused by wars, economic situation, popularity of different music styles, etc.

In my opinion, fashion is a very interesting and inspiring topic you can say a lot about, because it is changing all the time and brings novelties day in day out. For further research, men's fashion is particularly interesting, as it is still not treated in the same way as women's fashion.

**Key words:** fashion; men's fashion; trends; novelties; fashionable; accessories; fashion week; men's hairstyle; style icon



# **MEN'S FASHION**

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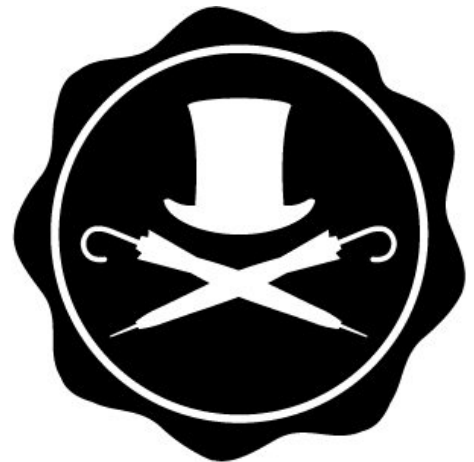
# INTRODUCTION

When someone mentions the term “fashion” I’m sure you have in mind women who are desperately trying to catch up with the latest trends and never have what to wear although they have closets full of clothes. However, it’s not only women who care about their style, but also a huge number of men, who have the same problem. Yes, they **do** care about their clothing.

Men’s fashion as a concept has existed for centuries. It has been changed by many wars, different economic situations, kinds of music etc. Today there are special fashion weeks where designers show their ideas and suggestions for the next season. Also many celebrities set fashion trends by wearing special outfits or just accessories.

This text is meant to be the layout of the history of men’s fashion, a short report from the last fashion weeks in Paris and New York, as well as the guide to help you find perfect accessories for you or your man. It also presents you the people who are called “style icons” and whose styles are being copied by many men.

## HISTORY OF MEN’S FASHION



From white wing collars to retro-influenced trends, men's fashion has been born, changed, and reborn time and time again. The colors, fabrics and patterns are constantly reappearing as men's positions in society are altered. And men's clothing has always been directly affected by outside factors.

War, world events and eventually the younger generation all impacted the men's world of fashion. Here is a brief timeline of men's styles from the early twentieth century, when clothing was smart and simple, to the new millennium, a melting pot of previous fads that are all meshed together.

### **A brief historical summary**

**1920s:** It was a time when men still wore distinguishable "daytime" and "evening" attire. Sacque suits were worn with shirts in mellow shades of putty, peach and cedar. The "always-suave" tailcoat, with perfectly starched white shirt underneath, was regularly accompanied by a top hat and black patent leather shoes, and comprised formal evening wear (men always looked so debonair in these dressy duds). In 1925, baggy pants were first introduced, and flannel became the fabric of the era (I believe they'll make a

comeback in a few decades). Knickers were also the latest in casual wear for the well-dressed gentlemen and are still worn occasionally today.

**1930s:** On October 24, 1929, the economic world, including the fashion industry and, for that matter, most industries, were turned completely upside-down. It was the infamous day of the great Wall Street crash, which resulted in cutbacks on the way clothes were both manufactured and purchased. Men's suits were restructured in the hopes of creating the image of a wider torso, and shoulders were squared-off by wadding or pads. The double-breasted suit was steadily growing in popularity, and was often designed in colors that are still considered fashionable today: charcoal, steel, slate, navy, and midnight blue. And blazers were hot in the summertime, especially in unique colors like bottle green and tobacco brown.

**1940s:** The zoot suit was one of the few exceptions to the strict rationing of that time. Men's style after the war preferred a new look: long, full-cut clothing. The "casual shirt," which was first sported on the beaches along the east and west coasts - especially Florida and California - was seen on the backs of men everywhere. And for the first time, young people were setting the fashion trends while the older people followed.

**1950s:** Men, with the new title of "heads of their households," had to have a certain dress code for work. Business attire consisted of a curly bowler, narrow trousers, single-breasted coats with velvet collars, and a rolled-up umbrella. In 1954, men surprisingly began to wear pink shirts. And two years later, the "sloppy joe" look emerged - a sleeveless shirt with a long cigarette holder.

**1960s:** Men's suits, under constant renovation, became tighter-fitting in this decade, and narrow pants were worn by the fashionable young with "winkle picker" shoes. Sideburns were "in," and long hair became more respectable. In the later part of the '60s, men's dress took a more "feminine" look: paisley shirts in bright fluorescent colors and bell-bottomed velvet pants. Sleeves were puffy. Trousers were bright and bold in purples, oranges and greens, offset by flowered prints on velvet fabric combinations (this was the "what were they thinking?" decade). Jewelry collections for men were also launched.

**1970s:** Jogging suits, sneakers, message tees, and hot pants -- need I say more? The disco era's "fine specimen" was a guy dressed in a tight pair of polyester bell-bottoms, a bright floral body shirt with a wide butterfly collar, and six-inch platform shoes. Nylon, acrylic, and of course, polyester were the fabrics of this decade, and unisex clothes were totally cool. Guys wearing girlie duds and chicks done up in men's suits - no wonder drug use was so high in the '70s!

**1980s:** Designers Anne Klein, Vivian Westwood, Jean Paul Gautier, Moschino, and John Galliano were busy turning out the latest power suits for the evolving conservative people of that generation. Guys were wearing their hair long and layered, teased, or in a Mohawk-do. Leather and studded jean jackets were "rad," as was the Miami Vice look: pastel T-shirts under dinner jackets (some people are still wearing this - check the time period please) and loafers with no socks.

**1990s:** Fashion was influenced by retro. Vintage second-hand clothes shopping was the trendiest way to create a unique look all your own. Gothic and cyber punk styles appeared, as well as hemp clothing. Men were no longer adhering to one specific fashion, rather to whichever they preferred. Suits were now available in a wide range of cuts, colors and patterns. Accessories for guys were also premiering on shelves in men's clothing stores everywhere.

## **The new millennium**

Men's style since the year 2000 has been, quite objectively, a mixture of the best elements of all previous fashion eras: the baggy pants of the '20s, the casual shirt of the '40s, platforms from the '70s, and retro from the '90s all rolled together. There isn't a particular pattern or fabric that stands out exclusively from all the others. But one thing's for sure: fashion of the new millennium is anything but simple.

## **NEW YORK FASHION WEEK**

Fall Fashion Week showed some emerging trends that will actually find their way into real guys' closets. The dominant themes in New York were the Americana Revival and deconstructed formal wear. These are four specific menswear looks that he **MUST HAVE** next season.

### **Cuffed pants**

First glimpse of a cuffed comeback came in *Quantum of Solace*: the clean lines of Mr. Bond's Tom Ford-designed suit concluded in a pair of neat pant cuffs complete with hidden button tabs to maintain the perfect break. For his fall 2009 collection, Italian menswear designer Domenico Vacca followed 007's lead; his elegantly tailored suits were cinched off with cuffed legs, making them all the more crisp. This emerging style isn't limited to suits - provided you stick to a slim cut, a pair of casual cuffed pants will pair very nicely with a classic white oxford shirt (squared off with rolled-up sleeves).

### **Crumpled jackets**

After years of being paired with jeans, the sports jacket has again settled into its heritage as a casual garment. Form has followed function, and the jackets on display at New York Fashion Week were loose, baggy and deconstructed. Diesel may have taken the crumpled aesthetic a bit far with their built-in stains (pictured above), but we like the thinking behind it. Best recommendation for a sloppy but sharp sport jacket is the Woolrich Woolen Mills Pen Jacket.

## **Massive bags**

Most of men rely on over-the-shoulder messenger bags as a masculine way to lug their stuff around. Michael Bastian's fall 2009 show indicated that alternatives are on the horizon. Bastian's all-American presentation featured big pants, big boots and big bags, like the gargantuan duffel pictured above. They can hold a lot of stuff, are easy to pack, and are guaranteed to make the next guy's seem puny by comparison.

## **Denim**

From Bastian's Walt Whitman-themed event to the jazz background of the Diesel show, American heritage was a consistent theme at New York Fashion Week. And when it comes to menswear, nothing is more American than a pair of beat-up jeans. Enter Justin Timberlake, a pretty boy who has nonetheless earned our admiration: first by hooking up with Jessica Biel, and then by launching the William Rast fashion label. JT's contribution to the American movement took the form of leather and denim. Of particular note were the short-cut denim jackets (pictured above), and though the William Rast models are a bit out of most men's price range, both UNIQLO and The Gap offer very smart, well priced versions.

## **Conclusion**

On the surface, fashion runway shows seem anything but practical. Peer past the spectacle and fanfare, however, and menswear presentations offer plenty of clues regarding future trends that all men can use to update their own wardrobes.

# **PARIS FASHION WEEK**

## **Trends from Menswear Shows**

With Paris fashion week officially over, the latest happenings in one of the fashion world's most significant cities, it's time to pay attention on things shown there. To keep you abreast with what's in, I've broken down Fall/Winter '09 themes into four easy-to-implement trends that will be influencing guys' wardrobe this year.

## **Big scarves**

The neck was a huge focal point for Fall/ Winter 2009 collections at the Paris Menswear Show. While designers came up with innumerable ways to draw attention to this often-neglected body part, many of their creations were far from practical for most men's lives. However, one feasible way to stick your neck out, stylistically speaking, that was repeatedly seen on runways was a big scarf. As the French have known for ages, throwing on a scarf adds a certain *je ne sais quoi* to any ensemble. This time, however, rather than being looped in the more traditional way, thick scarves were seen bundled around the neck for a more undone effect. To try out this easy-to-wear trend today, nab this cozy cashmere scarf from Harrison. Wind the entire length or most of it, around your neck and wear it like the models at U-NI-TY, with everything from suits to casual attire.

## **Classic coats**

The credit crunch is making everyone think twice about where their hard-earned cash, or lack of it, is going. In trying economic times, no one is interested in clothing that will be out of style very fast. With this knowledge in hand, designers like Raf Simons and Hermes gave us some sound investment advice, showcasing a collection of timeless coats in a palette of neutral colors such as camel, black and gray. These coats were sharply cut, impeccably tailored and made to stand the test of time. So rather than buying a lot of T-shirts you don't need this year, pick up a classic topper like this basic trench coat from April 77. It's much more affordable than a high-end designer label, but just as versatile. Wear it straight through to next fall and beyond with all black or all white ensembles to lend an urban sensibility to your look or use it to give jeans a polished air.

## **Big suits**

After seasons of seeing models parading down runways in skin-tight clothing that only the most genetically blessed or stylistically intrepid could pull off, designers have finally started to give real men suits they actually want to wear. At the Paris ready-to-wear shows, Raf Simons and Dries van Noten both exhibited a mix of perfect-fitting suits with those that had a bit more moving room. As well, Veronique Branquinho showed off incredibly flattering suits that hung slightly away from the body. Though this style is by its nature easy to wear, there are two tips you should keep in mind when shopping for a looser suit: First, make sure that only the legs are more ample -the waist should be fitted or you'll look ridiculous. Second, cut is everything, so don't be afraid to spend a little more money on high-quality garments to get the look just right. Made from 100% merino wool with a fitted waist and a more relaxed leg, these pants from Harmon exemplify both of these rules, and you don't have to wait until next fall to buy them.



## Color blocking

'80s continue to inspire the French fashion world, with color blocking appearing on several catwalks. Thankfully, this time around, rather than searing our retinas with their neon glow, the blocks of color that turned up on sweaters, T-shirts and blazers in the Fall/ Winter 2009 collections were more subdued and ultimately more wearable than the '80s originals. Dunhill, for example, featured this unconventional tri-colored crewneck sweater on its runway, but paired it with gray dress pants and black shoes to keep the overall look from getting too wild.

## French fashion finds

Sure, the clothes you see at fashion shows are a lot more theatrical than what normal humans wear in their daily lives, but if you look past the over-the-top showmanship, you get a feel for the designs that will be driving what you'll be wearing in the near future.

## **7 Men's Fashion Mistakes to Avoid**

We all make fashion errors now and again, but some fashion mistakes made by men are just unforgivable. I have outlined seven fashion mistakes to avoid at all costs.

### **Socks with Sandals**

Who decided this was okay in the first place? We are unfortunately faced with some of the worst offenders of this major fashion *don't*. I understand that when it is chilly outside we all dream of the warmth of the summer sun, but wearing socks with sandals doesn't make the seasons change any faster. If you want to wear sandals this badly, move to a warmer climate.

### **Blaring Designer Labels**

This is a personal pet peeve of mine. I don't want to be a walking advertisement and neither should you. It's not a sophisticated look. Just because you are wearing a designer's name on your chest, sleeve, or wherever, doesn't make you stylish. Keep it understated and simple.

### **Backpacks at the Office**

Although I've seen many examples so far, it never ceases to surprise how many men wearing nice suits are schlepping backpacks. Unless you are a student or are hiking up a mountain, leave the backpack at home. If you need something for your gym clothes, buy a nice looking gym bag (and there are options that don't have big logos on them), or if

you need something to carry your assorted papers, cell phone, day-planner, etc., get a nice messenger bag.

### **Chunky Shoes**

These were okay back in the 90s, but the big chunky shoes, especially those with square toes, should be retired at this point. Choose something classic that stands the test of time.

### **Shiny or Glittery Shirts and Suits**

If you are looking for something to go out nightclubbing in, I can think of much better choices than those that are glittery, shiny and ultimately tacky. If you are at a loss, try a form fitting black t-shirt or black dress shirt which can be worn with jeans or trousers and dress shoes or casual shoes.

### **Clothes That Are Too Loose Fitting**

In a word, sloppy. Unless you are a hip hop artist, it's not the right look. Choose clothes that fit your body. This might take some experimentation by mixing and matching certain cuts and styles until you find the right fit for your body that is flattering.

### **Unflattering Colors**

That beautiful blue cashmere sweater you found on sale after Christmas might be really tempting, but if it makes you look ill it's no bargain. The colors you wear should compliment your natural features such as your eye color, skin tone and body shape. Keep this in mind when putting your look together.

## **ACCESSORIES FOR MEN**

*"With my sunglasses on, I'm Jack Nicholson. Without them, I'm fat and 60"*

- Jack Nicholson

Unless you live on a beach, it's hard to get out of wearing pants, a shirt and shoes on a daily basis. Accessories, on the other hand, are items you wear for one of two reasons: because they perform some sort of practical function, like a belt that holds up your trousers, or because they enhance your outfit stylistically, like a killer leather cuff or a bit of bling. When it comes to fashionably standing out in a crowd, it's the latter category of accessory that can really make your outfit pop.

From cufflinks to cell phones, the accessories you choose to wear or carry can have a dramatic impact on your appearance; they make your look truly yours. Though many men may not realize it, accessories perk up even the most basic ensembles, making tried-and-true wardrobe staples look fresh again. So, instead of overhauling your wardrobe several times a year, simply have a quick browse through some accessories features every now and again to ensure your style is always up to date, but that your wallet remains heavily padded.

## **Men's Accessories Fact:**

Though in ancient times neckwear often signaled social status, it was during the Thirty Years' War (1618-1648) that neckties became a thing of fashion. When Serbian mercenaries in the French service of the Military Frontier wore traditional knotted neckerchiefs, the Parisians went crazy for them. Soon afterward, men and women across Europe started sporting fabric around their necks.

## **Accessories for Men**

### **Formal Wear Accessories**

Don't blend in with the black-suit-white-shirt crowd; stand out with the most stylish formal accessories in the room.

### **2008 Summer Shoes**

Hit the pavement in style this summer with this sleek collection of men's footwear.

### **2008 Sunglasses**

This year, shield your eyes in high style with trendy sunglasses for men like these.

### **Men's Jewelry Set**

Throw together just Metal's latest designs in rings, bracelets and chains, and you've got a complete, sleek accessory set.

### **Weekender bag**

Next time you take a trip leave that dilapidated gym bag in the back of the closet and opt for a stylish traveler bag like this one.

### **Winter Sunglasses**

Winter means grayer rays and sunlight coming in from all kinds of different angles.

### **Watches for Under \$300**

You don't need to drop \$10,000 on a Rolex. These less expensive alternatives will have you looking just as dapper.

## **Gym Bags for Men**

Just because you're toting around stinky gym socks and shirts, it doesn't mean your bag has to stink too. Class it up with this selection.

## **Cigar & Cigarette Accessories**

Smoking may be an ugly habit, but that doesn't mean you can't look hot with these fashionable accessories.

## **TIE**

*"A well-knotted cravat is the first serious step in a man's life."*

- Oscar Wilde

The necktie, tie, or cravat (as they are still called by true devotees) first emerged as an affordable means of self-identification for the Croatian army after the Thirty Years' War. Uniforms were not easily had, so the cravat was born as a means of identifying not only the army's origin, but also the rank of the individual within the army. Over time the cravat became popular in England, spread across Europe, and after a few years and decades the various ways to tie these exquisitely woven stripes of silk preoccupied those that could afford them.

As a symbol of wealth and class, the tie is still the mark of a gentleman, and knowing the various ways to tie them is, perhaps, more important than how well your shoes are shined. There are four modern knots: the Windsor, the Half-Windsor, the Four-In-Hand, and the Pratt. Most men learn only one, usually the Four-In-Hand.

The demise of the tie or cravat is directly related to the relaxed, if not overly casual, approach to fashion that many employers have taken in an attempt to keep their workers happy. Fashion, however, is not about wearing chinos on Friday. Fashion is about expressing who you are as a man, and wearing a tie or cravat - with its rich military history- should be something of an honor. A tie, and how you tie it, is perhaps the single most important glimpse into how a man sees himself.

## **Sophisticated formal wear accessories for men**

There is formal wear and there is a black tie. If the invitation says "black tie," you better wear a tuxedo and make sure the tie is indeed black. If, however, it is a formal affair, a tailored dark suit in black or dark blue is appropriate. You may try a pinstriped suit if the stripe is very light, but you're better off with a solid color without a pattern or stripe.

The difficulty here, however, is how to complete your formal wear wardrobe with the right accessories. Choose your formal wear accessories poorly and you'll look like the new hire at his first office party. Choose your formal wear accessories wisely and you'll have everyone's attention when you enter the room. The most important rules to remember for formal wear accessories are to go dark with subtle flashes of color, if any at all, and to delicately use patterns and stripes.

What each man really needs when he's out is money, an I.D. and his invitation for an elegant evening - all of which can be kept in sublime form within a money clip. It'll add a splash of sophistication to your demeanor, and it'll slide sleekly into your pocket without adding any extra bulk.

## **Tie Clip**

Most modern men don't bother with wearing a tie clip, even though this formal wear accessory serves an important purpose: It keeps your tie in place when you're standing and out of your soup when you're eating. The trend of three-button suits negates the tie clip, but as the fashion pendulum swings back to the classic two-button jacket, the tie clip once again makes itself useful.

## **Buckle Belt**

I know what you're thinking: "I already have a black leather belt; why do I need *another* one?" Well, every little detail counts and your daily belt is beginning to show the abuse it's suffered throughout the years of overuse. So, invest in a fine leather belt that you reserve only for special occasions.

## **Men's hairstyles**

These days, men are getting on the personal grooming wagon more than ever. Just like women, the right hair style can improve a man's appearance instantly. When choosing a hair style a man must pay attention to the trends out there, as well as what style works best with his hair.

1. **Work with what you've got.** There's no sense in working against your hair type. Instead, choose a men's hair style that will show off your hair in its best light. For example, fine hair, as a general rule, should be kept short to make it appear thicker.
2. **Don't fight the curl.** If you have naturally curly hair, avoid men's hair styles meant for straight hair. There are plenty of hair styles out there that will work with, or at least help tame, your curly hair.

3. **Choosing a style for thinning hair.** If your hairline is receding or you have a bald patch to cover up, you'll need to take this into consideration when choosing a style. Contrary to popular belief, growing your hair longer to cover up your thinning hair is usually counterproductive. More often than not, a shorter men's hair style will blend your thinning patches better and make them less noticeable.
4. **Don't be afraid to ask for advice.** Your hairstylist is a professional and knows hair. If you don't know what type of style would look best on you, ask for suggestions from your hairdresser. The stylist will recommend hair styles based on your hair and what will suit your face shape best. Just make sure that the style you decide on is one that you truly like.
5. **How much work is it?** Some men don't mind taking time to apply gel or to style their hair while some couldn't be bothered. If you're a low maintenance kind of guy, make sure to mention that. Some of the more popular men's hairstyles will require some hair products and work but if you find a style you really like, now might be the time to have your stylist show you how to style your hair. A little bit of gel can go a long way to making your hair style look great.
6. **Keep it up.** Once you have your new hair style, don't let it get unruly. Regular trims, about every four to six weeks, will keep that new men's hair style looking its best.

Choosing a men's hair style might take a little work but the end result is always worth it. With a hair style that works with one's hair type and face shape, a man looks better than ever before.

## **A metrosexual – who is he?**

A metrosexual is not what you'd call a manly man. He uses a \$40 face cream, wears Bruno Magli shoes and custom-tailored shirts. His hair is always just so, thanks to three brands of shampoo and the precise application of three hair grooming products: Smoothing Serum, styling glue and hairspray.

A metrosexual likes wine bars and enjoys shopping with their *gal* pals, who have come to trust his eye for color, his knack for seeing when a bag clashes with an outfit, and his understanding of why some women have 47 pairs of black shoes. ("Because they can!" he said.) He said his guy friends have long thought his consumer and grooming habits a little . . . different. "From a personal perspective there was never any doubt what my sexual orientation was," they usually say. "I'm straight as an arrow."

The term metrosexual, which is now being embraced by marketers, was coined in the mid-90's to mock everything marketers stand for. The gay writer Mark Simpson used the word to satirize what he saw as consumerism's toll on traditional masculinity. Men didn't go to shopping malls, buy glossy magazines or load up on grooming products, Mr. Simpson argued, so consumer culture promoted the idea of a sensitive guy - who went to malls, bought magazines and spent freely to improve his personal appearance.

Within a few years, the term was picked up by British advertisers and newspapers. In 2001, Britain's Channel Four brought out a show about sensitive guys called "Metrosexuality." And in recent years the European media found a metrosexual icon in David Beckham, the English soccer star, who paints his fingernails, braids his hair and

poses for gay magazines, all while maintaining a manly profile on the pitch. Along with terms like "PoMosexual," "just gay enough" and "flaming heterosexuals," the word metrosexual is now gaining currency among American marketers who are fumbling for a term to describe this new type of feminized man.

But what separates the modern-day metrosexual from his touchy-feely forebears is a care-free attitude toward the inevitable suspicion that a man who dresses well, has good manners, understands thread counts or has opinions on women's fashion is gay.

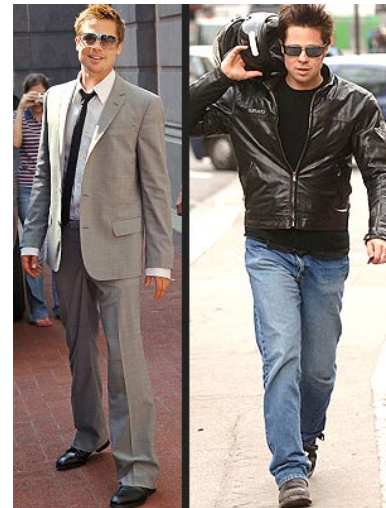
While some metrosexuals may simply be indulging in pursuits they had avoided for fear of being suspected as gay - like getting a pedicure or wearing brighter colors - others consciously appropriate tropes of gay culture the way white suburban teenagers have long cribbed from hip-hop culture, as a way of distinguishing themselves from the pack. Having others question their sexuality is all part of the game.

## **Style Icon: Brad Pitt**

### **Why is He a Style Icon?**

All right, when you've been blessed with Brad Pitt's genetics you could probably wear a garbage bag and women would still throw themselves at your feet. However, over and above his physical appearance, Brad Pitt manages to look perpetually stylish in his day-to-day life, even without the assistance of a movie stylist. Whether boarding a plane to jet off to a new exotic locale, zipping about on a motorbike or strolling around with his ever-growing brood, the two-time winner of People's Sexiest Man Alive title has an easygoing style that compliments his free spirit. No matter where he's photographed or what he's wearing, Brad Pitt possesses the impressive ability to bring a natural style to everything he puts on. From his sleek suits to his rugged, masculine ensembles, style icon Brad Pitt never appears as though he's trying too hard.

Brad Pitt's good looks and uncontrived style have not gone unrecognized by the fashion industry either; he has fronted the covers of countless fashion magazines and he has served for several years as the spokesman for uber-cool Japanese denim label Edwin. All in all, in spite of his high-profile, ultra-glamorous life as one of the world's biggest movie stars, Brad Pitt's fashion choices are refreshingly down-to-earth, making him an icon of modern American style.



## **Style Icon: T.I.**

### **Why is He a Style Icon?**

Though his resume already includes an impressive roster of occupations and accolades including Grammy winner, rapper, songwriter, producer, actor, and co-CEO of Grand Hustle Records, style icon is yet another one T.I. can add to this list. In 2008, the Southern-born superstar debuted his own clothing line, Akoo (A King of Oneself), whose advertisements have featured himself as the face of the brand as well as Outkast's Big Boi. Created for fans of T.I.'s smooth style, the launch of Akoo resulted in the rapper officially establishing himself as a force to be reckoned within fashion. Subsequently, in 2009, style icon T.I. was voted one of the top 10 most stylish men in America by *GQ* magazine, securing a place alongside other notable style icons such as Kanye West and Justin Timberlake as a mover and a shaker in the style stakes.

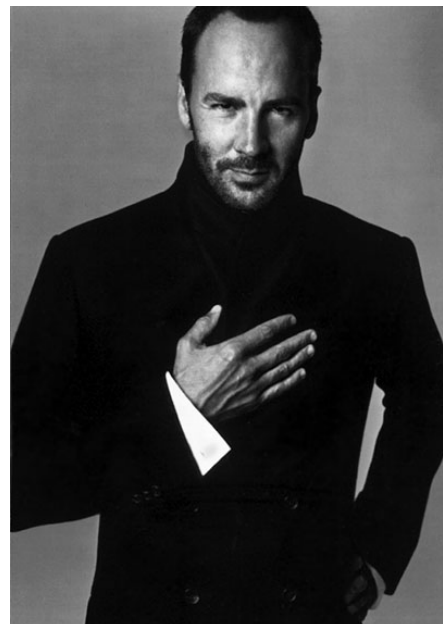
Having branched out from, though not completely abandoned, the gangster look he sported toward the beginning of his career, the Georgia native describes his taste these days as classic American. However, T.I. stated that he "ain't never been the kind of guy to stay confined to one style or limited to one look." He's a risk-taker who's equally likely to be seen in a slick three-piece black tuxedo as he is in a peach-colored dress shirt or a pair of loose-fitting jeans. The style icon T.I. is also not afraid to break style rules, even confessing to Kanye West that his airport apparel includes flip flops with socks. Revered for his ability to mix the uptown with the downtown, T.I.'s fearless sense of style has garnered him a strong following in the fashion world that rivals the admiration he receives in the entertainment industry.



## **Style Icon: Tom Ford**

### **Why is He a Style Icon?**

Born in Texas with style in his blood - Tom Ford has become one of today's most influential fashion designers. Though he graduated from Parsons School of Design with a degree in interior architecture, Tom Ford's studies provided him with a sense of proportion and a fondness for simplicity and clean lines





that would later form his style when he entered the fashion world. After racking up some much needed fashion experience with a brief stint at Perry Ellis, Tom Ford made a bold move to Gucci, and a style icon was born. When Tom Ford signed on at Gucci, the company was on the verge of bankruptcy. The young designer saw an opportunity, however, and used it to propel his vision of style, quickly taking on other lines, including menswear. In a few short years, Tom Ford had resurrected the dying fashion house and single-handedly brought back to the fashion world at large. His glamorous clothing revolutionized the way brands marketed themselves. Never one to march to the beat of another's drum, the marketing genius dramatically left Gucci in 2004, launching his own line, Tom Ford, in 2005 and winning the CFDA Menswear Designer of the Year award in 2008. As a testament to his status as a style icon, Tom Ford was commissioned to create Daniel Craig's wardrobe for *Quantum of Solace*, the latest addition to the James Bond franchise.

## **Fashion in Serbia**

In my opinion men in Serbia are not very interested in following trends. Many of them can hardly earn for a living so they don't have time and money to think if they are trendy dressed and carry about clothes with famous labels. Some of them think they wouldn't be men enough if they are seen in beauty salons or wearing accessories such as scarves, jewelry or fashionable bright colors. And I think women in Serbia like that kind of men. Or they are just used to them and their behavior. They are satisfied if their men are clean and as long as they don't argue about their clothes and spending big part of earnings on them they get on well. I hope our men will soon get that they are not gays if they use perfumes or if they wear clothes at latest trends.

But there are also some rare examples in Serbia who are well-stylish. Most of them are famous footballers who play for foreign clubs, but also many others who earn a lot of money- businessmen, musicians, even politicians. They are always seen in expensive suits, carrying expensive watches and driving good cars. And of course with beautiful young women.

## **Conclusion**

Men have always paid attention to their clothes. They just don't talk about that as often as women. They don't talk to their friends about expensive fashionable piece they bought the other day as women do. What is more, they hide that from their guy friends. But women are surely satisfied when they see their men styled from head to foot.

Large number of modern men visits fashion shows and try to keep up with latest trends, spend a lot of money on beauty treatments and other "luxuries" that few years ago were familiar only to women. Things keep getting better and I hope that number of men in Serbia who are catching trends will increase soon.