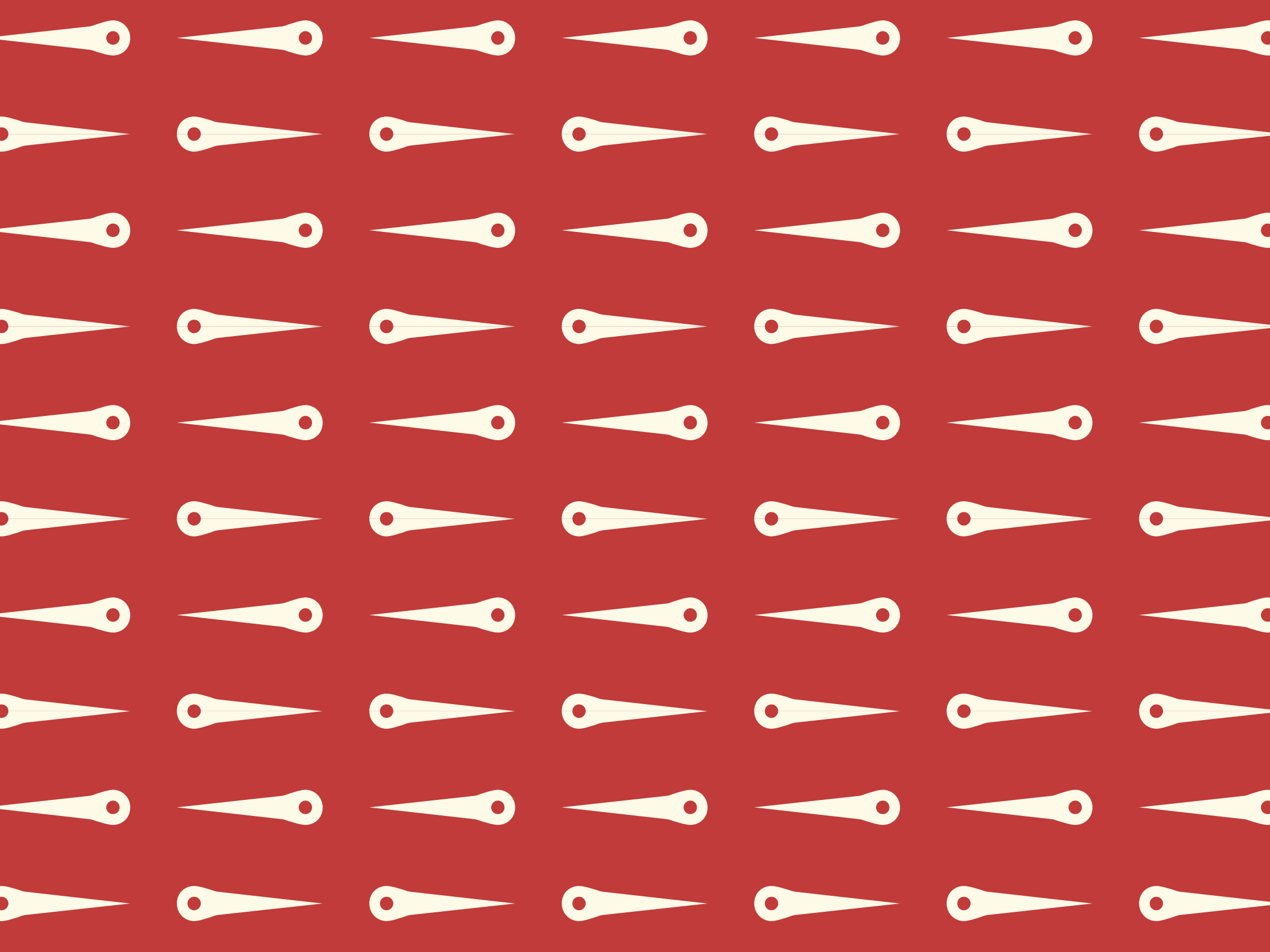


# HEM.

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Style Guide for Plus Size Men




# Table of Contents

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Section 1 .....	6
Plus-Sized Style	
Section 2 .....	16
Casual Style	
Section 3 .....	26
Classic Style	

# STYLE TIPS



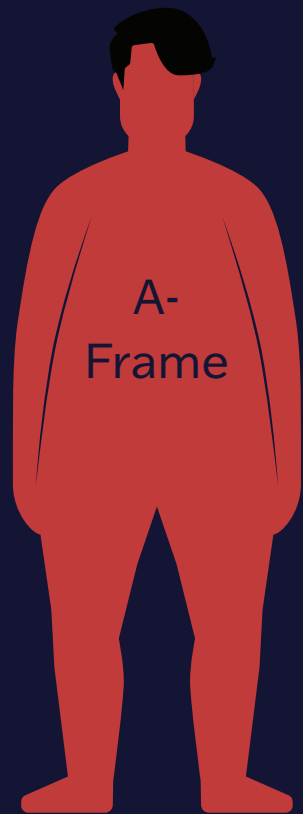
**I**t's not always easy for men with larger frames to find high-quality clothes that are equally figure flattering. All too often, high-street brands offer a limited choice for broader shoulders or larger waistlines, while images and style tips tend to focus exclusively on the skinny or athletic types. Luckily for you, we're here to help with some of the key pointers you need to look your best, whatever style you're going for.



# define your body type.

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Are you an oval with a rounded mid-section? Do your hips and waist dominate your shoulders and give you an A-frame? Your frame will determine your style choices, so it's an important starting point.



**M**any men, not only those with larger frames, instinctively reach for a shirt or top that is much too big, thinking that it'll hide their curves. This is not the case, and can have the opposite effect, drawing attention to where you least want it. Trust us, a regular t-shirt or long sleeve top in your own size is a much better option – not too tight, not slim-fit, but fitted, adjusted or regular. This will keep you looking smart and open up possibilities for layering a jumper or open shirt over it.

Take care when you choose your trousers. Comfort is a priority, of course, but avoid anything loose or baggy. Choose a regular-fit pair of trousers, chinos or jeans, in a flattering neutral colour such as navy blue or grey. Bootcut jeans are a great choice too, evening out the shape of your legs and compensating for any extra thickness around your thighs.

Clothing to match your style







# Colors are Important.

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**T**his may seem obvious, but bright colours and bold patterns are hit or miss. Think neutral, basic tones such as navy, grey and brown topped off with a colourful detail or accessory. Stripes are a good option (vertical, not horizontal) and a V-neck top will help elongate your figure and make you look slimmer. Keep your trousers dark and your belt discreet – you want to draw the eye away from your waist and up towards your head and chest.





# layer up.

Layering is one of the most effective ways to visually slim down your figure and has long been advised for larger frames. Use the tips from our colour guide and start with a light, pale t-shirt (or top) and build outwards. Try an open, long-sleeve shirt or knitted jacket over it, making sure that it's a darker, neutral colour without too much of a pattern or print. If the weather's starting to get a little chilly, you can even add a third layer - throw on a fleece or a jacket (making sure it's darker than the layer below) and you've got an outfit that will keep you warm and stylish! Just make sure you avoid the thicker body-warmers - the puffed shape only adds bulk.







# CASUAL STYLE

**W**hile classic styles and sporty looks have their place, most of the time, a casual style is the go-to. It incorporates all your favourites, from jeans and trousers to tees and tops. And it is easy to mix and match your colours. You can liven up your neutrals with a splash of something more vibrant, to create casual outfits that are the perfect balance of comfort and style.

Smart casual is comfortable yet elegant enough for a day in the office, and you can always choose something a little more special for a night out. There really is a casual style for every man and every situation you can find yourself in.







# cover your basics.

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First, let's get down to basics. There are a few items of clothing that every man needs in his wardrobe, which will form the basis of every casual outfit. It's important to get them right, and ensure you've got the comfort and quality you need. Starting low, you'll need some good shoes. Pick up some loafers, boots and a pair of sandals for summer.

Next are your jeans and trousers – make sure they suit your body type, coming in a colour that will flatter your figure. A good selection of t-shirts, tops and shirts is essential too, to be worn under a fleece or jumper. Lastly, pick out a light jacket for summer, a body-warmer for the mid-season and a winter parka or puffer jacket for the cold months.







Style is important, but you mustn't sacrifice comfort when choosing your outfit. Think about the time of year: a summer casual outfit will feature light, pale trousers or shorts and a thin tee or shirt, while winter casual demands thicker jeans and cosy flannel shirts. Be sure to choose the right size too - nobody feels casual when their shirt's too tight.



# Smart casual for wo rk and play

Office dress codes tend to be looser now than in past decades, and smart casual outfits have stepped up to fill the niche. A great pair of trousers with a long-sleeve shirt and a light jacket is ideal for many workplaces and is even perfect for after work too. Whether you're on a night out or going to the pub with your friends, you'll need a suitable outfit. Keep it casual yet elegant, with a good pair of slim-fit jeans and a dark shirt, finished with an excellent pair of loafers and a stylish jacket. Take a little care with your casual outfit and you'll be sure to look your best and be comfortable enough to last all night long!







# CLASSIC STYLE



**Y**ou don't have to splash out on a tailor or personal designer to look and feel great! Choosing a classic or smart outfit is a great way to go, as these outfits never go out of style, and guarantee a trendy look. There's nothing like a good pair of smart trousers and matching jacket to make you feel your best! But how can you achieve such a look?

**N**ot every classic outfit must be black tie appropriate. The perfect suit will see you through rush hour in the morning, the big meeting in the afternoon, a dinner date in the evening and even a few drinks afterwards. Swap formal black for charcoal or deep navy blue, and avoid anything too dressy – tuxedos and dress shirts have their place, but it's not for day-to-day wear. You'll want an ensemble that fits you well in a fabric you love, and that you're comfortable doing almost anything in. A shirt and smart trouser combination is built to last, so bear this in mind when shopping.



Formal,  
but not too formal.

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# make sure it's versatile.

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Ideally, you'll have a variety of smart trousers, jackets and shoes in your wardrobe to give you a range of options each day. However, if you're new to the classic style or simply don't want to own too many smarter pieces, find one outfit you really love and build on it from there. It needs to be comfortable and you need to feel good wearing it, so choose a good mid-season combination that will see you through the year, in a neutral colour that works with a variety of different shirts and accessories.



# a timeless outfit will never go out of style.

**W**hile not many of us have a Savile Row budget, the classic British style is within the reach of every man. The combination of a smart jacket, trousers and shoes has been around for a long time and is unlikely to go out of style any time soon. Pay attention to your accessories too: an excellent belt can make a huge difference, especially if you're looking to show off your matching shoes or even slim down

your waistline.

If you are looking to add some more interest to your outfit, a tie or pocket square can add a splash of colour and individuality. And in colder weather, choose an excellent winter coat and a thick scarf to layer over your classic outfit and you'll be ready for anything.

There are plenty of styles to choose from for all body types. Whether you have a smaller or larger frame, opt for a cut and a colour that suits you, and that you feel comfortable in. Make sure you stick to these two basic rules and you'll be set: keep the colours neutral and ensure that your clothes are a good fit.

