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NEW LAWS
OF DENIM

TO ACHIEVE THE
BEST FIT, KNOW
THESE ESSENTIAL
STYLE RULES

ROLL 'EM UP

Ragged or crumpled pant legs make you look sloppy. Cuff them so that they land right at your shoes. If you have to roll more than three times, it's time for the tailor again.

HIDE YOUR BRIEFS

We're not sure where the trend of having underwear billow from your waistband began, but we suspect Justin Bieber had a lot to do with it. Tuck them in.

CHECK THE POCKETS

They should be proportional to the jeans. If they're not, smaller pockets will make your butt look bigger and big pockets will make it look smaller.

RAISE YOUR RISE

Low-rise jeans are for tweens. The only time a woman wants to see your crack is... never. (She might forgive you if you're fixing the sink though.)

S-GODOR SHIRT
R2 000 DIESEL
LEATHER-STRAP WATCH
LOWMOR R15 000
TREKOR BRANDS
THOMPSON LAKE REGULAR
STRAIGHT LEG DENIM
JEANS R2 000 TIMBERLAND
SOCKS R40 PALKE AT
EDGARS
COACHMAN BOOT
R1 100 JEEP



WAYFARER PROOFSKIM
SUNGLASSES R2 000
RAY-BAN AT LUKOTTICA
LEATHER STRAP WATCH
R1 000 TEMPO AT STERNS
DENIM SLEEVELESS
JACKET R100 S.P.C.C.
CHECKED SHIRT
R100 LEVI'S
PRINTED T-SHIRT R300
OLD KHAKI
LEATHER BELT R220
OLD KHAKI
S11 STRAIGHT LEG
JEANS R100 LEVI'S
HYDRO SHIELD
WATERPROOF BOOTS
R3 200 ROCKPORT

HOT & COLD

Temper your wardrobe with advice from style expert **Arthur Malan-Murison**

PHOTOGRAPHY BY **JEAN-PIERRE FOURIE**

'Stay warm, look hot and keep your cool'

Ruald Rheeder coat R2 500.
Adidas jacket R3 000. Cotton On sweatpants R500.
Citizen at CJR Gift Sales watch R3 000. Markham shoes R850

TRIPLEX



'Whether you're dressing up or down, you always want a bit of a "youth injection" - something that isn't so serious. Don't be afraid of pairing a sporty cap and some sweatpants with a blazer'

Carducci blazer
R1 800. Burberry
jersey R3 990. Zara
Man jeans R560.
Lacoste cap R625.
Boss at S Bacher
& Co watch R1 225.
Zara Man belt R440







**'Combine formal and casual
for a dressed-up cool'**

Ruald Rheeder blazer
R1 600. Topman
jersey R580. Gap at
Stuttafords shirt R300.
Ruald Rheeder trousers
R800. Carducci bow tie
R300. Onitsuka Tiger
sneakers R860









REFLECTIVE
SUNGLASSES R1 350
GUESS AT 50M EYEWEAR
BOMBER JACKET R2 900
AND PRINTED T-SHIRT
R1 600 BATH DIESEL
WOVEN BELT R230
TOPMAN
LEATHER-STRAP WATCH
R800 SOVIET AT
TIGER BRANDS
STRAIGHT LEG JEANS
R2 800 TIGER OF SWEDEN

The Fit Build/ Regular Straight

If you're the kind of guy who makes the squat stand his second home, then you should opt for traditional straight-cut jeans that are fitted through the waist, seat and thighs. They'll provide room for well-developed quads while skimming your frame just enough to highlight your physique. Look for jeans with 2 or 3% Lycra so they'll stretch, but no more or they might cling. "Steer clear of anything overly slim," says Kyle Fitzgibbons, men's design director at J Brand, "since the tight fit tends to look more like leggings than jeans."



Shirt R250, jersey R260
and shorts R260, all Exact;
pocket square R399, Fabiani



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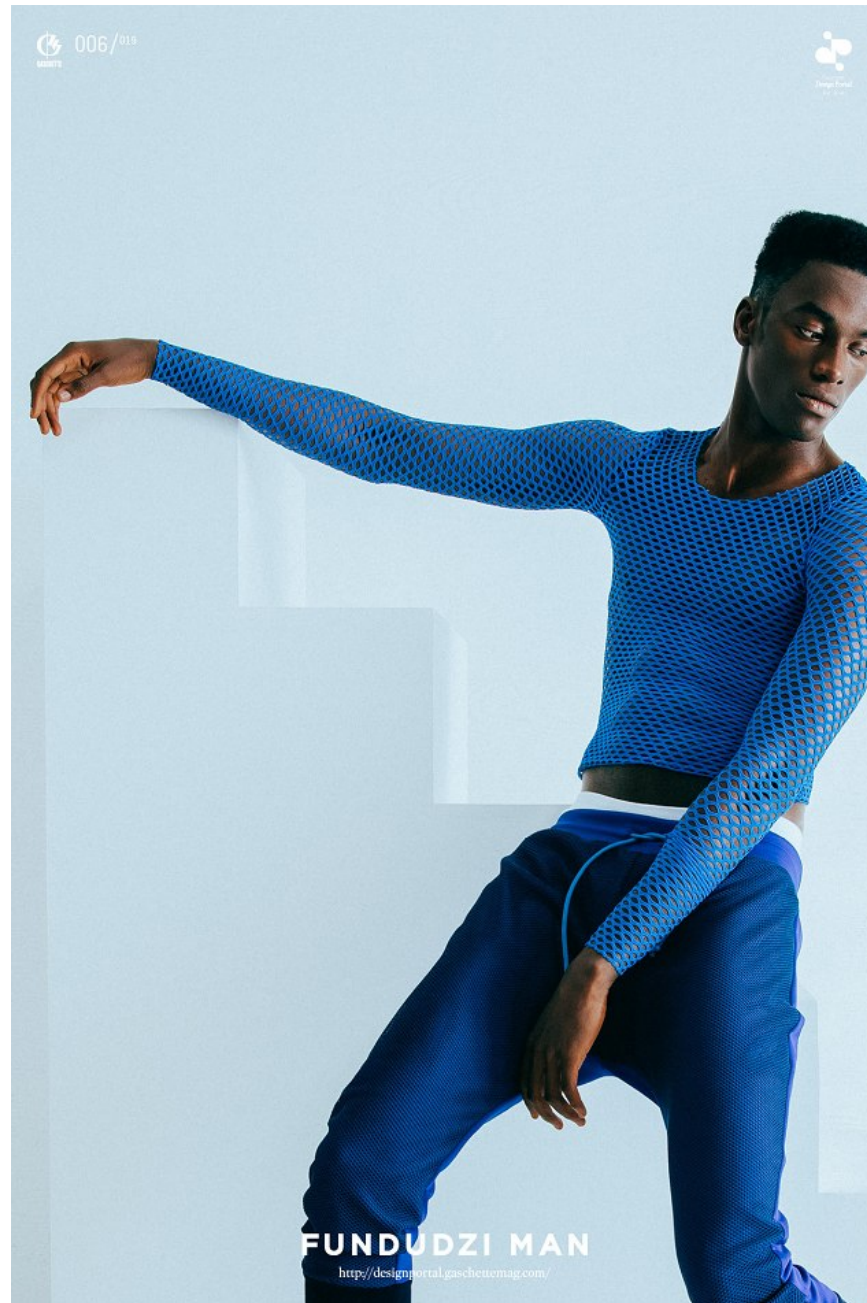
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WEIGH IT UP
You're carrying sneakers, shampoo, towels and clothes – the last thing you need is a heavy bag.

ANKLES AWAY
Pull on a pair of no-show socks to absorb sweat and fight that foot funk.

2/EASE THE TRANSLATION

If you're the sort of guy who shows up ready to work out, be careful not to combine everyday attire with stuff designed to absorb perspiration. For instance, don't just throw that fancy blazer over your running gear and head out the door. You'll not only funk it up with sweaty gnarliness but also take months off its life span. Instead, invest in some fast-drying, odour-resistant items, like these trackpants, in a neutral colour. You'll look more put together and smell better too.

• HEADPHONES **R499** SKULLCANDY
• SEAMLESS T-SHIRT **R800** NEW BALANCE
• RUNNING JACKET **R1 399** PUMA • STAN SMITH WATCH **R1 799** ADIDAS AT WATCH REPUBLIC • BACKPACK **R599** UNDER ARMOUR • TRACKPANTS **R999** DAKLEY
• GEL NIMBUS SNEAKERS **R2 099** ASICS



THE RIGHT LAYERS
this lightweight
jacket isn't
just for gym,
it's versatile
enough for
streetwear.

DON'T SWEAT IT
These comfort-
able bottoms
work hard, in
the gym and
around town.

**3/ TURN OFF
THE FLASH**

Some workout clothes scream for attention with loud colours and patterns. While these pieces may be fun to rock occasionally, they're tricky to coordinate. They also age worse than mouldy cheese and tend to steer eyeballs your way when you least desire them (like on your third set of squats). Lose the superhero look and stock up on versatile shirts and shorts that more closely resemble what you'd wear on the street – simple patterns, subtle logos and no motivational quotes. Leave those for the chalkboard.

• TRACK TOP **889** ADIDAS • WORKOUT
T-SHIRT **11** 150 AND RUBBER STRAP
WATCH **300** BOTT/LACOSTE • SWEAT
SHORTS **829** H&M



PICK A PATTERN
a bold pattern
is easy to match
with neutrals -
and the sleeveless
option means no
pit stains.

BEAT THE BULK
a tapered fit
will conform to
your body without
restricting your
squat form.

**IF YOU'RE
WORKING
OUT IN YOUR
VEST FROM
VARSITY**

your exercise wardrobe and
your reputation need an
upgrade, pronto. Just think:
raise your style game, and
maybe she'll start noticing.
Don't forget that new,
breathable materials can
help you tame body odour,
reduce chafing and clean
up sweat. Did we mention
that they look a lot sharper
too? Follow these rules, and
you'll be the best-dressed
guy hoisting a barbell.

• CAP R179 TOTALSPORTS • VEST R140
H&M • PERFORMANCE WATCH R899
ADIDAS AT WATCH REPUBLIC • RUNNING
SHIRTS R899 ADIDAS • AIR ZOOM ELITE
R1 499 NIKE AT EDGARS • BASKETBALL
R899 MIN PRICE SPORT





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The Only Jeans You Need

What's the right style of denim for you? Slim? Boot? Relax, bud. We've got the fit for you

BY AZEEZ JACOBS - PHOTOGRAPHS GARRETH BARCLAY

JEANS \$65-100 TOM FORD
AT COME EVENING
WASHED DENIM \$200-250
RI 100 GAP AND DENIM SHIRT
HIGH WAISTED DENIM
AT STUTTGART
POCKET WITH DENIM
POCKET WITH DENIM
LEATHER STRAP WATCH
REAR POCKET ACCESSORIES
LEATHER BELT \$25-30
DIETRA REGULAR JEANS
RI 100 GAP
HIGH TOP BOOTS \$1-400
PALLADIUM BOOTS

Denim is the cornerstone of any man's wardrobe. The average guy can own up to seven pairs of jeans, according to a global survey by Cotton Inc. Problem is, they come in a paralyzing array of washes, cuts and styles. So it's a relief to hear this bit of advice: "You really only need to know one style - and that's straight," says Andrew Powell, vice president of men's merchandising at Gilt, a US online shopping site. "The oldest jeans in the world are straight-leg patterns with a slight taper," he adds. "And they hold true even as trends like bootleg and super-skinny jeans come and go." Now that you know your jeans will age well, locate your body shape on the next page so you can guarantee they'll fit that way too.

WASHED DENIM



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