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Ash Grey, Flat Fronts, Double-Breasted: Fashion Cues For The Season

For autumn, Tom James is redefining the modern man's wardrobe. Our Wardrobe Journal from January provided a 'how to' on slimming down your look and a couple of must-haves - evolution was key; this season, we're featuring enduring classics, revisited with updated splashes of colour, crisp fabrics, and professional patterns. Autumn 2010 is a recovery of simplicity and functionality, while making the old new again.

Ash grey is the new navy. Its distinctive style and enduring elegance is finding its way into this season's autumn wardrobe, minimizing drama, while maintaining loyalty to both form and function. Grey has always been a cornerstone colour in a gentleman's wardrobe, but ash grey's bold, rich style reinvents the professional colour wheel. Ash grey is showing off this season in both solid or windowpane patterned suits and trousers, understated, yet unmistakable; ideal for business days, yet appropriate for a range of social occasions and more relaxed outings.



You appreciate consistency, and we aim to please. Autumn 2010 trends pay homage to the iconic two-button coat and flat front trousers. It's a simple, familiar pair that offers a look of ease and performance. Maintaining the theme of "what's old is new again," perhaps you have noticed that the double-breasted suit has been tip toeing back into wardrobes? You may even have a few in the back of yours! It's a good thing 2010 is all about redefinition, because this timeless and luxurious style is hanging up in the front row in this season's closet. Double-breasted suits speak up with a firm, professional voice and require little follow-up. This autumn, consider the double-breasted suit again. It's an

elegant addition to your wardrobe.

Topcoat: Don't Leave Home Without It

BlackBerry? *Check*. Wallet? *Check*. Topcoat? *NO check*, you say? A quality topcoat is a practical and functional addition to any traveling wardrobe and offers a smart, sophisticated appearance. The “new” shorter-than-full-length coats are pragmatic, because they work equally as well over a suit or casual clothing. As important as that expensive suit packed up in your Tumi luggage, an updated topcoat will pay big dividends. Plan ahead. Invest in a quality topcoat; it's an essential preparation for rainy days, windy afternoons, and the unpredictable antics of Mother Nature. The Loro Piana Storm System wears its “heart on its sleeve” with a classic, cool generation of fabrics: wool, cashmere, and other natural fibers that seamlessly insulate and protect against torrential weather.



Checkered, Not Chess

One of the most attractive looks on a man is a checkered shirt. In more ways than one, checks and plaids compliment a man—aesthetically and professionally. They are powerhouse designs that don't intimidate, but instead exude approachability, functionality, and astuteness. Stretch it out this fall with our new Venice, stretch poplin button down. A comfortable classic stitch with 97 percent cotton and three percent spandex, the Venice, stretch poplin button downs offers a fresh, crisp look with breathing room and ease of motion. While non-stretch button downs are basic, they work well as a standalone or layered under a blazer or sweater. We've stepped it up this season with coloured button holes that introduce an extra textured edge and contrast via subtle colouring.



Tom James is the leader in offering trouser fabrics, varieties, and options. In January, we introduced the Corbin 1947 Classic American jean, redefining classic comfort. Your positive feedback has been received, and this fall's lineup will again feature this American icon; made with dark indigo, slate thread, and tartan lining in both regular and our new stretch denim. While denim jeans remain perennial favorites, the fastest growing sector in our trouser business is the wide range of fabrics, tailored as five pockets and flat front pants, including flannels, whipcords, and brushed twills.