

THE STYLE SYSTEM

PROPORTION AND MENSWEAR

- **Proportion** is the relative size and balance your clothing gives to your body.
- Ideally proportioned clothes *create balance*.

- Use the **golden rule** for symmetry:

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- ***Create an illusion of the body divided into two equal halves.***
- The fitted midsection of a buttoned jacket emphasizes the **golden rule**.

- **Rule of Thirds:**

- Achieves balance by dividing a picture into nine squares.
- Put small markers (pocket squares, boutonniere, patch pockets) 1/3 and 2/3 of the way across your body.

Key places to look for proportions:

- **Gorge Height:** Distance between the jacket button fastened to collar. Apply the **golden ratio** using the button as a mid-point.
- **Lapel Width:** Stocky men should wear wider lapels than skinny men.
- **Pockets:** Lower jacket pockets need to sit below the buttons and be placed on the 1/3 and 2/3 points across your torso.
- **Shoulders:** Padded shoulders balance a large head and create imbalance for a smaller head.
- **Shirt Collars:** A broad man should wear a wide spread collar.
- **Pleats:** Mark the 1/3 and 2/3 points of your lower body.
- **Trouser Cuffs:** 1.5 - 2 inches for taller men. Not for shorter men.