



**Charles Tyrwhitt opens flagship store**

Charles Tyrwhitt, quality shirt maker and menswear specialist, announces the opening of a flagship store at 98-100 Jermyn Street this April. The store will showcase the full menswear collection from the finest shirts – which can be fully customised – through to quality tailoring, shoes and business casual attire for the more relaxed offices.

# Get prepped

Men, prepare for this summer's must-have look. By **Laia Farran Graves**



The classic preppie look comes reinvented for the new season, leaving behind the student associations and moving towards a more grown-up look. So play your accessories down – your watch, belts (men's belts are skinny this season), scarves and socks – and keep your silhouette streamlined.

One strong look for preppies is the shirt and tie worn with a blazer and shorts. You can opt for pastel-coloured garments (as seen at Tommy Hilfiger) or brights (check out Z Zegna). To complete the look, treat your feet to some simple plimsoll-style trainers in white (Gant by Michael Bastian, DKNY), some clean lace-up shoes or a pair of classic loafers. Remember: no socks unless you're making a statement by matching or contrasting them with the rest of the outfit.

Polo shirts are another key element to this look, whether long- or short-sleeved (Lacoste) and if you wear a fine knit remember not to wear a T-shirt underneath. Chunky knits instead of jackets are also a great addition to the preppie look, preferably off-white and V-necked, adding a sense of confidence to the outfit – and let's face it, you wouldn't want to get caught out on a chilly evening.



**Gitman Bros. new arrival**

Craftsmanship and technology, old and new, come together in every shirt sewn by Gitman Bros. For SS11, they have refashioned some classic designs pulled out of this Pennsylvanian label's archives and given them a contemporary twist – such as a slimmer fit – so you have the best of both worlds.

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