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*The STYLE MANUAL
for SUCCESSFUL MEN*



◀ Copper-and-bronze Lunar camera with mahogany grip (\$6,995) by Hasselblad; hasselblad-lunar.com. Wool pocket square (\$165) by Brunello Cucinelli; 212-813-0900. Bronze Coupe automatic chronograph (\$2,695) by Gucci; gucci.com. Silk-wool-and-cashmere scarf (\$280) by Penrose London; neimanmarcus.com. Glasses (\$200) by Ray-Ban; ray-ban.com. Leather gloves (\$455) by John Lobb; 212-888-9797. Resin-and-steel pen (\$275) by Montegrappa; bloomingdales.com. Alligator wallet (\$1,995) by Ralph Lauren; ralphlauren.com. Silk tie (\$135) by Thomas Pink; thomaspink.com.

RULE NO. 405 For every buttery-smooth calfskin accessory, introduce a thick-pebbled exotic skin. **RULE NO. 406** Ditto cloths. Play with the contrast between flat, shiny silks and fuzzy woolens. **RULE NO. 407** Because: fuzzy woolens. **RULE NO. 915** Chocolate brown, rich caramel, claret, navy: These are your new neutrals and the foundation on which to build. **RULE NO. 916** Steel is a fallback. Yellow gold is a staple. Rose gold is a statement of intent, and it happens to look good with steel and yellow gold.

