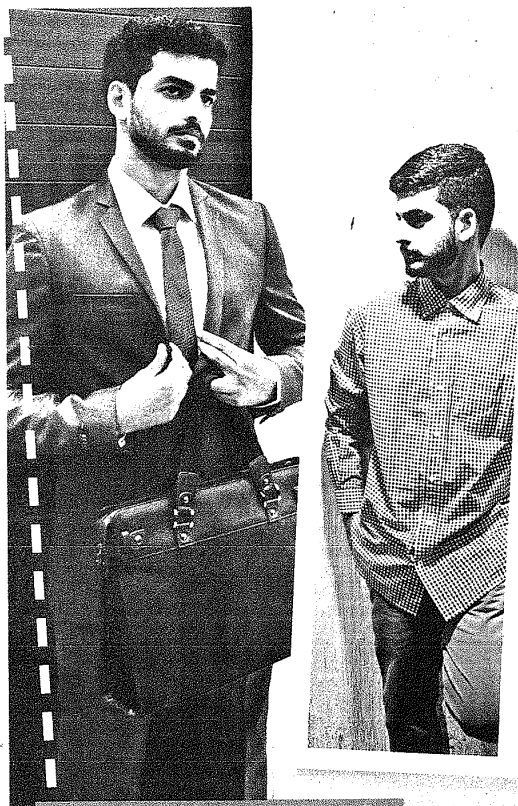


16 variety

Men of style

They may not be sticklers for fashion but hey, men like to look good too. And while men's fashion blogs are somewhat a rarity in India, we've got three fashion blogs that every guy must follow



JEREMY CABRAL

FASHION CRIME:

Teaming loafers with socks is a mortal sin

MOST STYLISH MEN:

Johnny Depp, Gabriel Macht, Fawad Khan and Arjun Rampal

ONE FAIL-PROOF STYLING TRICK:

Invest in a black or blue jacket/blazer

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There's no dearth of fashion blogs for women in India but what about those men who seek fashion advice now and then? "I don't think Indian men bothered to go beyond their regular shirt and pant look but things are changing," says Riaan George, whose blog, Urban Eye, dispenses regular styling tips for men. "The Indian man is shopping as much as his wife or girlfriend, and is fashion-conscious, which is why men's fashion blogs are being appreciated in India now." Jeremy Cabral, a full-time fashion blogger at Fashion Most Wanted, says that bloggers abroad work in tandem with advertising network agencies to market their blogs and generate revenues, a concept undeveloped in India. "If the trend fully develops, it will be a good incentive for many to start blogging," he says.

Styling men is no mean feat, though. "Making a bold statement without going over-the-top is probably the most challenging aspect of styling a man's outfit," says Purushu Arie, who blogs at Purushu Arie, and is a fashion designer himself. For Riaan, translating trends from the streets of Europe to that of Delhi and Mumbai is the challenge. "For example, you wouldn't wear a checked wool suit and a waistcoat with exquisite Italian leather shoes to walk around in Mumbai but you could wear all of these as separates," he says. And while we are discussing fashion pointers,



RIAAN GEORGE

FASHION CRIME:

White socks

MOST STYLISH MEN:

George Clooney, Ryan Seacrest, Bradley Cooper, Amitabh Bachchan and Ranbir Kapoor

ONE FAIL-PROOF STYLING TRICK:

Invest in a classic grey pullover and add a bow-tie for a touch of fun

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clothing
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Paris



we ask the designers to share their easiest style advice. "Use blue, grey and black somewhere in your wardrobe. These colours will never let you down," suggests Riaan. Jeremy agrees, saying, "Men should definitely invest in jackets and blazers in darker shades like black or navy blue; they will do justice to your waistline and cover unflattering areas of your upper body." You can also keep the spotlight on one item in your look, says Purushu, "Whether it's by wearing a bold colour, printed piece or patterned socks. A few quirky tweaks can stand out in an outfit."

Of course, where there is fashion, there will be a fashion faux pas. "Many bulky I-am-as-cool-as-John-Abraham men wear skin-hugging t-shirts with biceps and moobs (man b**bs) jutting out, and pair them with tight denims and sometimes, even man-jewellery! It's the most obnoxious faux pas on Indian streets," says

Purushu. Riaan and Jeremy, on the other hand, share a common distaste for socks. While the former says that white socks are an absolute no-no, Jeremy says that teaming loafers with socks is "a mortal sin".

Want to load up on more fashion fundas? Well, now you know where to go.

PURUSHU ARIE

FASHION CRIME:

Skin-hugging t-shirts, tight denims and man-jewellery

MOST STYLISH MEN:

Pharrell Williams

ONE FAIL-PROOF STYLING TRICK:

Tweak your outfit. For eg., pair brown shoes with a navy blue suit

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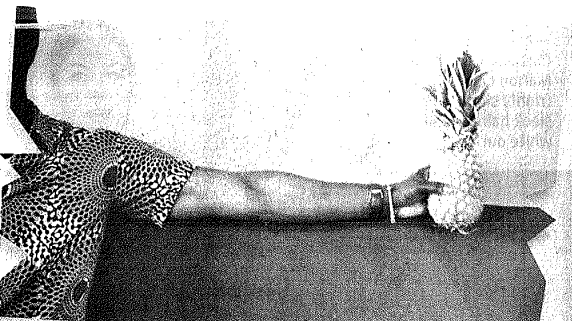
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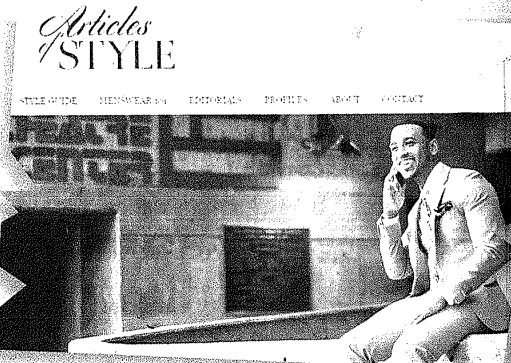
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A FEW OTHER MUST-SEE GLOBAL FASHION BLOGS

DAPPER LOU



DAPPER LOU (<http://www.dapperlou.com>) - If street style is your cuppa, look no further. Dapper Lou knows how to spin style with street fashion - and how!



ARTICLE OF STYLE (<http://articlesofstyle.com>) - Named by some as one of the most influential fashion blogs in the world, this site is a perfect place for quick fashion tips on everything under the sun.

DAPPERED



DAPPERED (<http://dappered.com>) - One of the most well-known men's blogs on the web today, Dappered doesn't just have fashion tips for you, but also a forum where men can exchange or discuss styling ideas.

STYLE | GIRLFRIEND

(<http://www.stylegirlfriend.com>) - Don't be thrown off by the name. Megan Collins might be a woman, but that doesn't stop her from dishing out fashion advice. The idea? Fashion from a female perspective.

STYLE | GIRLFRIEND

