



THE COOL KID

Thanks to the play on colours and smart layering, the dressed-down Ivy Leaguer is no sloppy Joe. A bright-coloured cardigan and acid-hued corduroy

pants keep things exciting.

Our favourite trend of the moment is the snug-fitting (read: dressy) turtleneck. It is a versatile garment that looks dapper with a

cardigan, vest or blazer.

Opt for thinner yarns or the roll turtleneck, which allows more breathing room with its looser neckline.



THE JOCK

Striped rugby tops and polo shirts with emblems work wonders on the style front when it comes to off-duty looks. Play up the varsity vibe with checked madras shorts and plimsolls. Or charge ahead with a jersey blazer or knit vest.

Photographer: ASHLEIGH SIM;
Stylist: IMRAN JALAL;
Hair: SKY CHUA, from Essensuals Orchard Central;
Make-up: BENEDICT CHOO;
Models: JACOBO, from Mannequin Studio, & MICHAEL K, from Upfront Models
 Special thanks to Timothy Oulton for the use of its premises



THE RAKE

Want a masterclass in collegiate dressing? Start with the jacket. Anything with checks would hit the mark, as they give your outfit a graphic element. Wear a shirt with small checks underneath. Matchy-matchy has never looked so good.

PREPPING TO

IMRAN JALAL Ivy League-inspired dressing is one way you can get extra credit in the style ranks

For sheer longevity, Ivy League chic should score an A on the style report card. After all, the preppy look has been a staple in men's wardrobes for more than five decades. It is not hard to see why men of different generations have embraced it over the years. "The Ivy League look is not a difficult or fussy style. It is essentially traditional dressing with button-down shirts, flat-front chinos, blazers and loafers or brogues, among other more tailored items," says Mr Arthur Chua, designer of home-grown menswear label Drifters. By the late 1990s, however, the preppy look became such a parody of itself, with gimmicky and overdone designs, that it dropped out of favour. The good news is, it is back, cleaner and leaner than before.

Mr Lionel Roudaut, programme leader of fashion design at Lasalle College of the Arts, thinks the dandy style is finding favour again now that men are leaning towards tailored and sharper silhouettes. "This is the first time in men's fashion history that we see young men embracing formal wear without an occasion," he says. He also sees an undercurrent to the trend. "In periods of recession and uncertainty, men tend to return to conservative and timeless styles," he adds. At least four books on the preppy movement have been launched in the past year. Then there is the new wave of American brands, such as Band Of Outsiders and Michael Bastian, with their modern interpretations of the style. The traditional Ivy League clothier, J Press, teamed up with hip American label Urban Outfitters last December for a collection of updated classics and accessories in shades of Dartmouth green, Princeton orange and Cornell red. Even the French luxury label, JC de Castelbajac, will launch a preppy line for spring 2012 called Castelbajac. There is also a slew of vintage-inspired labels in town, such as New York-based label Gitman Bros and

the myriad Japanese brands, which harp on the Americana aesthetic. At mainstream stores such as Tangs, casual labels such as Fred Perry and Lacoste are sought after for their preppy style. Tangs' merchandiser, Mr Celester Tan, says: "The look has been adapted to suit our lifestyles and climate. "For instance, by pairing polo shirts from Fred Perry with jeans and with less of the layering that's inherent to the preppy style, the look is more wearable." The new designs are more versatile, as they can be mixed and matched easily, says Ms Christy Wong, creative director of home-grown menswear label N. Tyler. The three-year-old label, which focuses on "modern classics" such as dress shirts with collars of contrasting colours, has seen a 70 per cent jump since 2008 in the number of men buying its clothing. Prices range from \$99 for a shirt to over \$600 for a suit. In fact, seven out of 10 of its customers now go for the herringbone jacket - distinguished by its chevron pattern - one of the staples in a preppy wardrobe. While it is now ubiquitous, the preppy look used to be that of privileged circles. It was derived from the private preparatory schools of the north-east coast of the United States, which

BE PREPPY

were filled by the upper middle-class children of the white Anglo-Saxon Protestant (Wasp) community in the 1950s. It was at Wasp schools such as Andover and Hotchkiss that the uniform of blazer, tie, button-down and flannel shirts become de rigueur. "Originally, the term referred to the combination of school uniforms and sporting and leisure clothing worn by students, whose tastes were inherited and gradually modified by members of the Wasp establishment," says Mr Christian Chensvold, founder of Ivy-Style.com, in an e-mail interview. The website is devoted to everything Ivy League, from commentaries to fashion advice. Over time, it became closely linked to a certain social demographic that was instantly recognisable. The Official Preppy Handbook, the 1980 satire written by American journalist Lisa Birnbach, was meant to take a dig at the privileged lives of Ivy League students but ended up popularising the sub-culture. As if reliving the nostalgia for preppy dressing, at least four books on the style, such as True Prep: It's A Whole New World and The Ivy Look, have been written in the past year.

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1 Cardigan, \$69.90, from Uniqlo; shirt, \$139, from Ben Sherman; chinos, \$299, from Tommy Hilfiger; brogues, \$79.90, from H&M; Henry Holland for Le Specs sunglasses, \$125, from Actually
2 Turtleneck by Gaspard Yurkievich, \$239, from Level 3 Tangs Orchard; jacket, \$335, from Massimo Dutti; jeans, \$99.90, from Esprit; shoes, price upon request, from Dolce & Gabbana; Henry Holland for Le Specs sunglasses, \$125, from Actually
3 Varsity jacket, \$169, from Zara; polo shirt, \$99.90, from Massimo Dutti; shorts, \$99, from Banana Republic; shoes by Beauty & Youth United Arrows, \$149, from Level 3 Tangs Orchard
4 Rugby shirt, \$199, and blazer, \$999, both from Tommy Hilfiger; shorts, \$99, from Banana Republic; sneakers by Beauty & Youth United Arrows, \$149, from Level 3 Tangs Orchard
5 Jacket, \$149, from Zara; shirt by Coupe-Cousu, \$179, from Parco Next Next; trousers, \$99, from Topman; boots, \$99.90, from H&M; Bamboo briefcase, \$6,490, from Gucci; bowtie by N. Tyler, \$39.90, from Aldo; watch by Moschino, \$305, from Level 1 Robinsons Raffles City; spectacles by Frency & Mercury, \$475, from Front Row
6 Suit by The Class, \$378, from Level 4 Robinsons The Centrepoint; shirt, \$89.90, from Esprit; tie, \$310, from Gucci; boots, \$99.90, from H&M; briefcase, \$920, from Orono; watch by Triwa, \$395, from Club 21b; spectacles by Frency & Mercury, \$489, from Front Row