

# They Wear It Well



Carin King's mission is getting men to dress well and she is a firm believer in the importance of wearing the right watch. No believer in radical make-overs, her dress-sense agency Purple Eagle nudges rather than directs and we wondered how the SalonQP crowd would measure up to her exacting standards. We are happy to report that she was duly impressed.

Carin King and James Gurney  
Photography: Ian Skellern

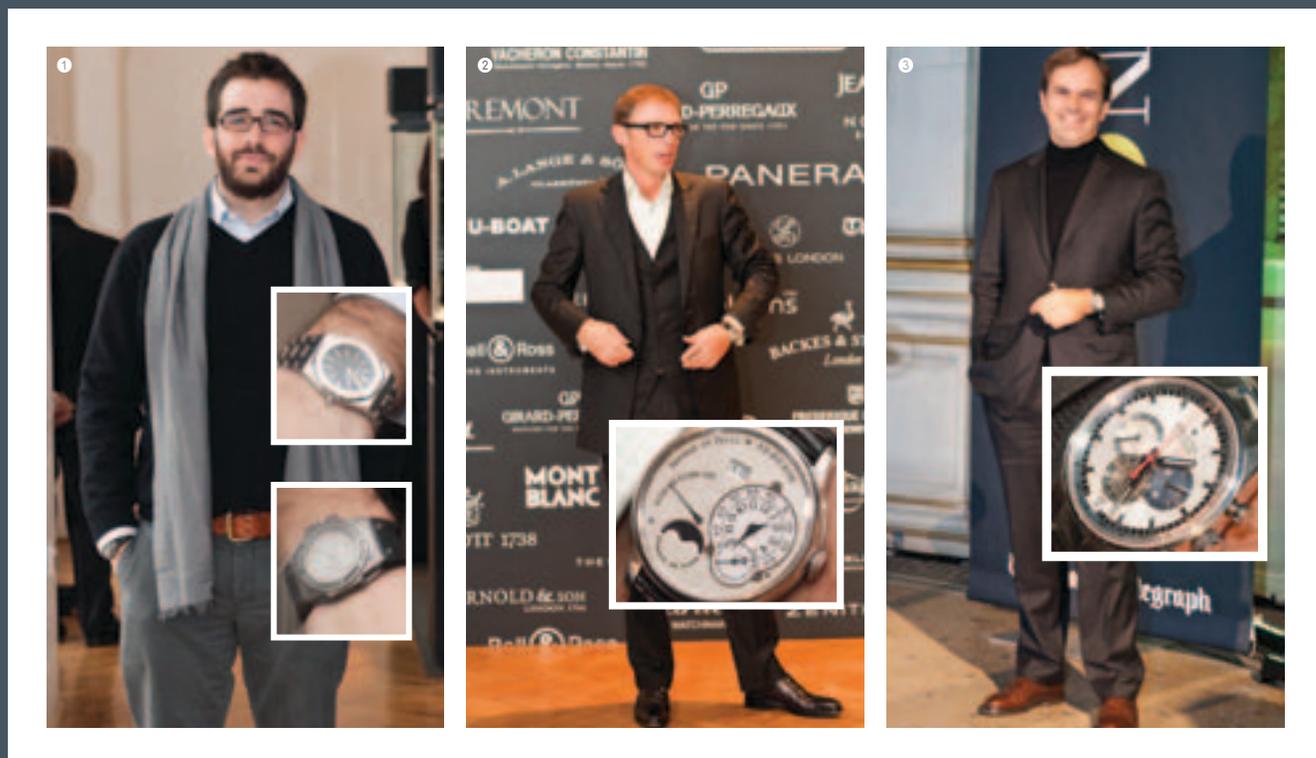
## 1 Benjamin Clymer, executive editor of watch blog *Hodinkee*

CK: Benjamin is wearing a casual yet sleek ensemble that stands out because of his good feeling for uncomplicated colours that work well together. This alternative to plain blue denim portrays a good balancing act of comfort and style. And rather than wear just one watch, Benjamin plumps for two - one on each wrist.

JG: AP's Royal Oak is an undoubted classic - the first luxury sports watch and always a success in its simplest form. Benjamin's second piece is a Spidolite from one of the fastest rising brands of the moment - Linde Werdelin.

## 2 Roland Iten, designer of mechanical luxuries

CK: Wearing a three-piece suit always suggests flair and sophistication - possibly not difficult for someone who is



a designer at heart. Roland chooses a simple, yet stylish colour scheme and brings this classic look very comfortably into 2010. His choice of eyewear adds a modern element and he is obviously a man who references Daniel Craig in his daily dressing routine.

JG: F-P Journe's Octa Lune encompasses both his respect for the highest traditions of watchmaking with a truly individual and instantly recognisable approach.

#### ③ Jean-Frédéric Dufour, President & CEO of Zenith watches

CK: A very refined choice – this man is obviously known for being well dressed. His dark brown suit is combined with a thin cashmere turtleneck sweater, a great alternative for men who do not always want to wear a shirt in winter. Classic brown brogues give this outfit a certain gravitas.

JG: With his subtle outfit, what else would he sport but a Zenith El Primero Striking 10th?

#### ④ John Clark, a fellow of the British Horological Institute London

CK: Proof that even in cold weather you can manage to present some lighter coloured clothing well. His shoes are the perfect complement to the outfit and he deserves a 'well done' for his layering of garments. John's jacket buttons at the waist, not above, which gives him a nice long lapel.

JG: The Smiths Everest is a classic of simplicity and quality, as well as being the last series watch of any virtue made in the UK.

#### ⑤ Giuliano Mazzuoli, owner of Giuliano Mazzuoli Watches

CK: Here we see a mix of different hues of black in a very Italian style. The look is young but it is done in a sport chic way. His 'Member's Only' style jacket combined with a shirt and scarf speak of relaxation and an artistic touch. The only splash of colour comes from his watch bezel.

JG: What else would he be wearing but the long-awaited production version of his Contagiri?

#### ⑥ Alexandre Ghotbi, community manager Vacheron Constantin

CK: This classic choice of suit, shirt and tie was chosen that morning. A good combination of colours with a darker tie than shirt, which is always the way to go and Alexandre shows a sense of timeless style and an understanding of quality with his choice of black leather oxfords.

JG: The Vacheron Constantin Tour de l'Île is the perfect blend of the Geneva company's historical and contemporary tendencies.

#### ⑦ Roger Smith of Roger W. Smith Ltd

CK: Taking full advantage of his slim physique, Roger wears a tailored suit with a more fitted leg and chest. He has chosen to accessorise his grey suit with a pink tie and his shoes pick up this colour scheme nicely. A very smart and put together look.

JG: Fitted with a Daniels Co-axial escapement, Roger's Series 2 is one of the finest hand-made watches of recent years.

