

# Groomswear Dos and Don'ts

The style tips that will make your partner swoon.

*Atlas*



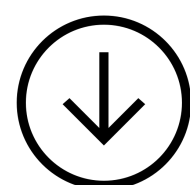
# *What was I thinking?*

That's not something you want to say when you look back on your wedding day outfit. You want to look back fondly at your time as the groom. You deserve to show your kids how elegant and sophisticated dad looked on that special day.

We know the groom should aim to look sharp. But what does that mean exactly? Keep reading, and we'll share with you the groomswear dos and don'ts that lead to timeless and elegant style.

Let's start with some don'ts and wipe the slate clean before building up your groom outfit.

# Don't's



# Don't make your suit an afterthought.

Anyone who takes the time to organize a wedding wants every aspect to be perfect. Pay attention to the details, which include your suit and other complementary elements.

# **Don't wear anything shiny.**

No matter your budget, avoid shiny pieces. Shiny looks tacky and signals that your suit, shirt or tie is made of cheap synthetic materials.

# Don't mix and match suiting separates.

It makes your look more casual. Go with a full suit for a cohesive and elegant outfit on your wedding day.



# Don't neglect the fit.

Even if you lean towards a more casual dress code, that's not an excuse to look sloppy. Aim for a tailored look, and choose clothes that are snug in all the right places.

# Don't over-accessorize.

Go easy on the accessories. Pick two: tie, pocket square, tie clip, boutonnière, lapel pin. Overloading your suit with accessories makes you look tacky and overdone.



# Don't rent your tie.

Even if you have a budget-conscious wedding, a tie is an accessory that you can wear again for a future occasion. If you purchase a quality product, you'll be able to wear it for years to come.

# Don't wear a Windsor knot.

It's a wide, symmetrical and unsophisticated knot. Wear an understated asymmetrical Four-In-Hand knot instead. It will complement your overall look without upstaging you. You'll look polished and picture perfect.

# Don't match your tie to accent themes.

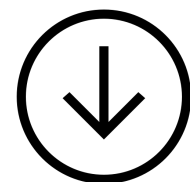
Pick a tie that complements what you're wearing (suit and shirt), not the drapes, table cloths, bridesmaids dresses, or any other accents.

# Don't wear anything a clown would wear.

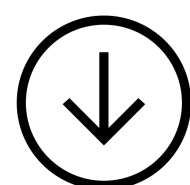
We've personally witnessed clip-on suspenders and pre-tied bow ties. But this applies to oversized trousers, large polka dots, and wide shoes too. It's an excellent general rule to follow.

Create a look you would actually wear. Go with an elegant, understated style, and you'll blow your guests away.

Now that we've talked about what you shouldn't do, we need to build your timeless and elegant outfit that gives your partner that dreamy look on their face.



# Dos



# Do look to style icons for inspiration.

James Bond's tuxedo? Cary Grant's grey suit?

How about Steve McQueen in *The Thomas Crown Affair*?

Find inspiration for your wedding day outfit by looking at style icons.



# **Do think about the venue.**

Where you decide to host your wedding will inform your outfit. Is it a garden wedding? Will it be at the grand ballroom of a five-star hotel?

# Do keep the season in mind.

A linen suit for a summer wedding is perfect. The colder months call for heavier fabrics and darker colours.

# **Do wear classic colours.**

Grey, tan, navy, and black won't clash with pastels. And they photograph well too.

**Do choose  
a darker suit  
for a more formal  
wedding.**

If it's an evening wedding, wear a black suit or a tuxedo. The more formal the wedding, the darker the suit colour. Think navy blue or dark grey.

# Do plan ahead of time.

Figure out what you're going to wear at least a month ahead of time—this includes your tie and accessories. If you plan on wearing custom made suits, start the process at least three months ahead.

# Do schedule a group fitting for you and your groomsmen.

Whether you're buying or renting, everything has to fit well. You don't want oversized jackets, shirts or long pants that bunch at the shoes. And it's fun for your wedding party to get together, relax and bond.

# **Do wear a nice pair of shoes.**

And make sure they complement your suit choice. Wear black leather Oxford or Derby shoes with a black suit or tuxedo. Or choose a shade of brown leather with a lighter coloured suit.



**Do think of  
ways you can  
stand out from  
the wedding party.**

Give yourself a different colour tie or suit altogether.  
Wear a distinct lapel pin. Add small details that allow your  
personality to shine through. But remember to keep it subtle.

**Do buy ties that  
your groomsmen  
can wear again.**

Buy a beautiful tie that your groomsmen will be proud to wear after the wedding. The best part is that it will double as a gift that will keep giving.

# Do let your guests know the dress code.

Give your guests some guidance with a dress code—especially if you have a specific theme in mind. This will help them know what they can and can't wear.

**Do have fun  
creating your  
wedding day look.**

Failing to have fun is a surefire way to get yourself into a style pitfall that you'll regret later.

Enjoy the process. Get inspired.

Imagine the moment when you look in the mirror, and you say to yourself, "Damn, I look good." And then, years from now, you'll feel the same when a colour, a smell, or an image triggers a memory from your wedding day.



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picture-perfect moment.**





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