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We get up and get dressed every single day. We tailor what we wear to our social groups, the weather, our temperament, and what our itinerary has in store for us. But clothing should not define who we are or proscribe what we do. Corny though it may initially sound, our personal perception of our sense of self is manifested through the clothing that we wear. For those around us, clothing is a view into our individual way of thought and way of life.

Within this perspective, there is no true wrong answer. In this way, we at Collegiate do not mean to espouse conformity; only to help educate our readers so that they may better express themselves in a way that they choose.

Collegiate initially started out as a simple idea a few years ago. It came from a personal search for how to simultaneously cut costs and get a better product in menswear. It ended up becoming a neat adventure; first holding conversations with Ralph Lauren in Tokyo, Turnbull & Asser and Huntsman in London; second, learning about traditional and modern trends from writers and photographers such as Alan Flusser, Scott Schuman, and Garance Doré; and finally, exploring the actual realm of designing and crafting a product through a series of tailors from Sweden, New York, San Francisco, and Hong Kong. Heavily influenced by the tastes of my family, I owe much to their support and critically thoughtful eyes.

There are many others who have made this first edition possible. For all those who are listed on the masthead, there are countless individuals standing behind them giving immeasurably valuable advice and suggestions. For that I thank you.

This first edition is a proof of concept. The competitive and cutthroat fashion industry, and the publications that provide them their outlets, are hard to enter and require years of determination and dedication to fashion. Collegiate provides a unique opportunity to students, affording them an accessible experience in fashion publication. Working on this project has been both challenging and rewarding. Happy reading.

Ethan Schmertzler
EDITOR-IN-CHIEF

SCHMERTZLER
**EDITOR’S CORNER**

**Chanel Pour Monsieur**

Discovered on a father's washroom counter. Handsome, rich, deep, and unique; Pour Monsieur's scent harks back to its creation in 1955 by Henri Robert. Since then, wars have been fought, nations built, and rulers born. The scent of history. Pour Monsieur stands apart from flashy style colognes. It stands ahead. Women tell us it smells like a man. Who are we to object?

Notes of Sicilian lemon, bergamot, cardamon, and Bourbon Vetiver among others.  
*$61.00  2.50  oz.*

**Salvatore Ferragamo Necktie**

Taking an espresso in a glassed-in cafe at Tokyo Midtown one morning, I happened to glance out at the sea of businessmen and saw a sharp suit. Impeccably dressed, he jauntily wore this tie. At first glance, it was serious and somber. It was then that he passed close by where I sat and I saw the pattern.

17th Century Croatian infantry brought the necktie to Western Europe. A departure from its military connections, an Italian take on the traditional necktie.  
*$160.00  SILK TWILL*

**Ralph Lauren**

**Black Label**

Simplified cuts and high quality fabrics define this field of Ralph Lauren’s sartorial empire. Sharp lines and professional coloring, Black Label provides a reliable, somber, look. Perhaps the best design out there for men looking for a more athletic cut in ready-to-wear.  
*PRICE VARIES*
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Happy Accidents

Old fashioned style guidelines have often called mixing of prints or layering of too many texture taboo, but that lately that rule has been proven to be old hat. *Collegiate* asked sophomore Clare Vance how she goes about layering and pairing prints, and got a refreshingly candid response: “While I would like to take credit for creative mixings of patterns, it's usually more of a result of long intervals between loads of laundry.” As it turns out, being slightly disorganized can in fact come across as “whimsically irreverent.” As for guidelines? Clare’s embraces a lack thereof: “I try not to go out in anything of which my mom would not approve...though I’m sure she would prefer that I didn’t use tights as pants quite as often as I do...”
A CHARMING RETURN TO COLD SPREZZATURA.

Camila Quiñónez visits the New England winter months with SEDUCTIVE HEMS AND ALLURING TEXTURES.

By Camila Quiñónez

LAYOUT BY ETHAN SCHMERTZLER
French Twist

Blue and white stripes they go way back and they just keep coming back. They tell about horseback riding along the shore, cheese on baguette, romantic music—like a dream in French. Dress those stripes up and give the outfit a French twist.

S’est beau n’est pas?
Buttery Winter Woolens

The cold outside can make one dress up like a marshmallow. For warmth, of course this system works, but for looks, it just might not. Layers of cashmere, draped, wrapped, and just oh so soft cashmere, will fix the problem. Wear it and enjoy the softness while you’re at it.
Spring Seance

Winter, ice, snow, white, grey, white, slush, more grey and more white. If it would cause a revolution to wear shocking pink in the middle of winter, then softer hues might do the trick of blowing away the oppressiveness of the iced up atmosphere. Think colors. After all, spring comes after winter.
Midnight Blue

The simple and forever classical strapless cocktail dress survives through all seasons. With the addition of a few accessories such as tights for warmth, a sleek feminine blazer and an eye-catching necklace, the simplest evening garment a girl can wear turns into the perfect outfit for many an occasion.
DESIGNER’S CORNER

Classic Red

The origins of red lipstick go too far back in history to pinpoint who used it first. We do know that it has been used throughout ancient and modern history, by Western and Eastern civilizations, for both costumes and fashion, to make different kinds of statements. Whether bringing focus to the mouth, complementing an outfit, or following a trend, red lipstick, if used properly, can literally change your face. The only science you need to know in order to use red lipstick is this: Make sure you get the right red that suits your skin color. Do not overdo your eyes if you are doing red lips—keep a balance of focus on either your eyes or your lips. Make sure you smile at the mirror just to check that you didn’t get red lipstick onto your teeth. Then watch how people stare.
Ski to Survive
Utilitarianism at Alta, Utah

ASHLEY EDGETTE ’12, University of Utah

One of the top ranked freestyle skiers in Utah, Ashley spent her childhood afternoons in ski school instead of day care. Ashley has competed for the Alta Freeride Division.

The burgeoning ski industry must sell equipment at an exponential rate year after year. To appease this expansion, there will always be a new style of ski, a new fad in outer shell attire and a new approach to undergarment warmth/comfort maximization. Skiing communities will promote these styles, fads and innovations across the States in Galbraith’s affluent societal model of Wants psychologically representing Needs in cultures where the physical struggle for survival has been extinguished. A skiing community’s main goal is to maximize the level of skiing enjoyment through an aversion of cold, full ability to perform motor functions and extinction of distractions. It needs to maximize its skiing level as a matter of survival. For Western skiing bums, skiing has replaced such survival necessities as food, shelter and rest. Since these commodities have become easily attainable, the struggle for “survival” has continued on more mountainous fronts.

This survival instinct pits the ski industry, in its continuous self-renovation, against the pragmatism of what is actually needed for the ultimate skiing experience. Alta, Utah is a “skiing for survival” community. Nestled in the ominous ridges of the Rocky Mountains this resort prides itself on its steep terrain, reaching vertical pitches of over 11,000 ft; its massive amounts of impeccably light powder, brought about by the cold desert climate; and its “skiing comes first and everything else comes later” approach to business. At Alta, just as in “skiing for survival” communities across the States, no frills are necessary to reach the enlightenment of skiing bliss, merely the proper attire.

In consideration of what to wear at Alta, with the goal in mind to reach the nirvana induced by top notch skiing conditions, clothing and equipment come down to a matter of utility. Here are a few brands that can be written off purely on a basis of lack of functionality:

Roxy who should not be sticking their nose in sporting climates where they don’t belong.

Burton who does not grasp the concept that if your gear is falling off of you in a show of gangster validity it is impractical.

Billabong who must learn that women are capable of skiing quite well and that the leopard print bellowtoms they try to pass off as ski pants are too tight in the ass to walk in let alone ski in.

That being said our curious ski enthusiast is still left with an overwhelming multitude of choices in everything ranging from mittens to waterproof shells. Here is a simple guide to the most pragmatic, economical, functional gear that the ski industry has to offer. It is a completely utilitarian approach that will demystify the utility of downy jackets and the reasons why goggles fail. On a mission to avert the cold, maximize motor function capability remove extraneous distractions, let us be off!
“Panthood” or the Ideal Pant

First note: There should be no jeans within a two-mile radius of the ski slopes. Hopefully no one was considering that path of degradation but just so it is clear wearing washed out blue jeans tucked into the cuff of a ski boot is a firm NO.

The major factors to look for in ideal ski pants are as follows:

**Waterproof** There is a major difference between something being waterproof and water resistant, which can soon be discovered on a cold wet day. Water resistance is just a type of spray that has been heated into the material to protect it against light water exposure while waterproof material has a layer of Teflon within the actual fabric that keeps it from allowing water absorption of any kind.

**Material** - Gortex, Nylon, Polyester and Spandex are all good key terms. Pants should have a super tough outer fabric, be durable, breathable and flexible to achieve the highest level of performance.

**Build** - A truly utilitarian pant should fit for function, which means: shell rather than insulation (for optional clothing layers underneath), insteps to keep material from chaffing on the inner calves, not too tight in the legs, breathable back panel (keeps moisture out), topped out at the natural waistline to prevent any sort of foreign object entrance (we wouldn’t want any skiier deterrents coming in from above), ventilation zips and deep pockets.

I have a few preferences when it comes to pants. I like mine a bit stretchier than the average survivalist skier. With the extra mobility the “survival of the skier” concept can be complimented by the addition of the “adrenaline rush” as well as the “legitimacy factor”, each playing into the skier’s ability to rise to the top of the survival community as a dominant figure. Becoming an Alpha skier can be achieved by an ability to add height, velocity and stupidity to the overarching goals of cold aversion, motor function maximization and extinction of distractions.

With all of that in mind here are my top pant preferences:

**Patagonia Backcountry Guide Shell Pant** An economic shell with 92% polyester, 8% spandex, 100% rip stop polyester. They are waterproofing, stretchy, durable and functional, by far the most pragmatic pants on the market. These pants will last for eons and still keep your backside dry.

**North Face Free Thinker Pant** Hands down the best design for ski pants. Overall. A fully Gore-Tex shell with a pragmatic pocket system, comfortable for all weather conditions with good venting on the side zips and a slightly baggy cut, compared with normal mountaineering waterproof pants, which helps move air around and pump through the chimney system. Perfect for the days of vertigo inducing snowstorms as well as the sunny spring terrain.

**The Shell: Minimalism and Practicality**

Many of the same principles apply for the jacket as for the pants. The jacket must be durable, breathable and flexible as well as waterproof. Material should still consist of Gortex, Nylon, Polyester and Spandex and have an impeccable tough exterior. Shells are still preferable over insulation, for layering freedom, and denim of any kind is still prohibited.

The vision of practicality for a jacket differs from that of pants because options extrapolate and with that useless features. A view moral quandaries I have faced myself are:

Is the hood necessary?

Do I go for the puffed downy feather jacket?

Do I create maximum warmth conditions or strive for versatility in the face of changing conditions?

How much clothing must I fit beneath this outer layer?

To get beyond the grasp of the Ski Industry and to the heart of the matter let us tackle these questions of ‘coat morality’ as well as all
the underlying necessities and misconceptions of the jacket quandary.

The hood is necessary. I realize that one could argue that it is irrational, a natural "snow catcher", but this would not account for the overall picture of ski maximization. There is a level of risk associated with skiing in a "skiing for survival" community that creates a need for the hood. This is proved by the following hypothetical situation: If there is a storm of tremendous proportions, if during this storm you become stuck upon a slope, then a hood can provide maximum warmth/insulation against the conditions at hand. Besides this point it is the most practical system of cold aversion for skiing and promotes prime skiing attitude via warmth both in mood and physical well-being.

Puffy down jackets may seem appealing with their marshmallow stature and bodily heating power but when put into the scheme of survival they come out on bottom. Motor functioning is inhibited, cold conditions are extrapolated (by frigidity post sweating) and their ability to attract compliments, conversation and the opposite sex makes them a high-end distraction. Having owned and operated the seductive article of clothing I can self assuredly say that they do not meet standard.

Warmth maximization may be one of the jackets primary functions, but as we saw with the puffy down, heat can lead to bad places. For ideal conditions a jacket should utilize a competent ventilation system, provide the freedom to add or detract layers (to appease the ever changing atmosphere) and be able to prevent wind induced chill while still creating a breathable environment.

The issue of warmth leads us to the question of layers and space. The jacket should be large enough to fit underneath it: a skin layer, two long sleeve layers of varying thickness and a fleece if necessary. Each jacket must be custom fit for individual ski enthusiasts but this system provides a good basis from which to judge size. The solution to all these moral questions lies within the pragmatic, windproof, waterproof, ventilated shell with zip-in insulation. The shell should have a powder skirt built in, an optional down liner (preferable Pertex micro light material) for those chilly bluebird powder mornings and an athletic fit for functionality.

My personal bias is towards the 'so bright it might give you a headache' color scheme purely because I don't like the idea of being the same color as a tree trunk during an avalanche. Neon green is a much more noticeable landmark than beige.

The jackets that surpass the standard:

**Marmot Tamarack Jacket** If there is a budget impediment weighing into the pragmatic gear decision process then the Tamarack should be first of options. The weight is skinned down to minimize bulkiness, belying its 28 ounces. It is waterproof, breathable, provides a powder skirt, underarm vents, zip in lining and a zip-off hood. Fully taped seams prevent water from leaking in and it is magically wind resistant. Bascially it provides rain jacket weight and skiing perfection for the underpaid and the stingy.

**Arc'teryx Sidewinder SV Jacket** This jacket is less economical than the Tamarack but it is an incomparable piece of equipment. The Gore-Tex makes it wonderfully durable and provides it with the ability to take on nasty backcountry storms. It has all the necessities of a good 'ski for survival' jacket including: underarm zips, powder skirt and hook-and-loop cuffs to keep out snow and sweat. The helmet-compatible hood is a beautiful feature that I utilize all the time and the watertight front zipper seals really push it over the edge from standard survival gear to the most pragmatic jacket on the market.

**Norrona Narvik Gore-Tex Soft Shell Jacket** For some international perspective here is a jacket that is at the top of the ranking system. The Norrona Narvik is a bit stretchier than the Sidewinder SV, which is why I have special affinity for it. It has a great powder skirt, the most waterproof soft shell on the market, quality construction, excellent fit (not too baggy, not too tight) and great colors (if you like color schemes circa 1984). The little things make the jacket: The hood is large enough for a helmet, but easily adjustable for your head, the wrist gaiters are key for skiing, the diagonally cut wrist openings allow your thumbs to move around when you're got gloves on and the draw cords are easily pulled with one hand to adjust the fit. Its overall design is extremely simple and efficient, absolutely no unnecessary accessories, making it indestructible.

**Onwards and Under**

The whole concept of layers is based upon an ethic of simplicity, calling for the absolute basics. So rather than go through a multitude of options or the conceptual qualms of how to layer up for skiing, I am going to do this authoritarian style.

Here is exactly what every survival skier needs rubbing up against their skin:

**Icebreaker Bodyfit 260 Legless Bottoms** Layer these mid-weight long johns under shell pants for all but spring temperature conditions. The merino wool warms legs, fits right around the natural waistline and never has that chilly-when-you-first-pull-it-on feel. The fabric really is fantastic. This long underwear not only proves to be perfect in all but the warmest of conditions but is also scent free, which is great for all the survivalist's post-skiing ventures.

**Mountain Hardwear Continuum Midweight Zip T** This will fit under a shell as a perfect base layer. On warm days nothing else is necessary. For colder temperatures it makes for a perfect base from which to add a second pullover or a fleece. The material disperses moisture magnificently, the anti-microbial features in the fabric prevent odor, an eight-inch front zipper extracts excess heat, and seamless construction maximizes comfort all day long. Practical ventilation, simple design and durable material can make this pull-over as a necessity.

**Marmot Afterburner Fleece Jacket** Designed to fit over the base layer, the Afterburner is perfect as a just-in-case insulating layer. Nylon reinforcements along the sleeves and shoulders »
increase durability and cut down on friction when layered. It is warm, windproof and comfortable. The 300 fleece feels really lightweight but its density keeps warmth close to the skin. The Gore wind-stopper material is very effective in keeping wind out, even during 25 mph torrents. With an athletic fit and a sturdy design this fleece is perfect for treacherous and frigid conditions of any caliber.

X-Socks Ski Performance Socks
Ski socks are the most overlooked, vital portion of ski attire. Socks that are too thin, thick, itchy, tight or loose make skiing nigh on impossible. It is worth paying above the $20 bracket to acquire a functioning pair of ski socks. The Ski Performance Socks provide the ideal combination of warmth, softness and sweat aversion via the traverse airflow channel system and merino wool. The ventilation system ensures that air circulates around your foot, keeping it dry without making it cold. The sock design even includes a shin and calf protector, to mitigate shin bang and muscle fatigue. Socks can be a bit of a personal issue as every foot fits a bit differently within the confines of a ski boot, which means that the ski survivalist might need a thinner/thicker version of this sock for ski condition maximization. This pair is a great starting point. They are extremely comfortable, well made socks that are well worth the extra expense.

Ventilation Just as in the search for pants and jackets the helmet must have a great air stream system. The layout of the vents is not extremely vital but it is good to keep in mind that they should be adjustable, small enough to prevent massive amounts of snow build up and extensive enough to provide a true cooling system.

Insulation Padding should fit closely to the ears, so as to not allow in wind during descents. I prefer non-removable padding because it does not give the option of losing it. The basic information to remember in terms of padding is that a helmet with too much insulation is much worse than one with a bit less because you can always add a thin hat to the mix.

Protection This is the whole point of a helmet, just to make that clear. There are a few brands I trust: Smith, POC, Giro and Bern. They are intensively tested and conscientiously designed. I wish that it didn't come down to a matter of trusted names but in all honesty these companies do a much better job testing the proficiency of their helmets than I could. If there is a helmet that looks proficient but has not made it upon the above list I would check its credentials as well as the testing process that the company send their gear through to make sure it is up to standard.

Comfort Helmet comfort is an individual choice. There shall never be a helmet that fits everyone in equal proportion. Therefore test the helmet. Make sure that there is no space around your ears and that when goggles are added to the mix that there is not a gap between apparatuses. Besides that, however, it is a personal choice. Because helmets do not provide a singular solution I will only give an example helmet rather than a definitive option. I enjoy the Smith Variant Helmet the most. The channeled airflow draws air in the front and cools the head before exiting through the back. The goggle clips are accessible and user friendly. The adjustable helmet fit system helps to cut out looseness. A dual ventilation system channels warm, moist air away from the goggles and forehead spreading fresh, cool air through the helmet. The X-Static performance lining uses bonded silver to neutralize odors and moderate your temperature which is fancy yet practical and the helmet has a removable goggle lock to hold the strap perfectly in place. It works well for me but might be a disastrous fit for someone else. So don't compromise survival! Find a helmet that works for you.

Goggles Goggles can be a bit daunting. There are lenses for blizzards, low-light, maximum sun exposure and a hundred other conditions. It would be irrational to try to compensate various lighting/weather conditions with high tech frames and so I shall not. A good survival skier must ski through feel and not through sight, which means that I shall look at a single frame and a single lens. This is the cure-all simplified approach to eyewear. If, a skier feels uncomfortable with this brute force approach then by all means buy a lens for every day of the week, but for the sake of practicality, this guide shall stick to just one.

Any goggle worth buying should have a dual lens with air ventilation between the layers and photchromic technology to darken and lighten the lens automatically in response to changing light. They should have comprehensive HDG technology to measure how lenses bend light, create a distinct and sharp view of images, maintain clarity at greater viewing distances and eliminate magnification distortion. A good goggle should have polarized lenses to maximize glare reduction. They should be anti-static, so dust, dirt and other particles are not drawn to the lens. The frame should conform to individual facial features while maintaining its flexibility in extreme cold temperatures. The inner foam must seal out the elements and an ultra-wide »
double-woven strap should be available to maximize comfort.

The criteria may seem extensive but in actuality there are a plethora of goggles that make the cut. Considering that, like helmets and heads, all faces fit different frames I am going to give you my favorite option and a few trust worthy brands. Oakley, Bolle, Smith and POC all make quality durable goggles with lifetime warranties. Each brand will try to push its gimmicks and unnecessary features but ignore the frills and stick to what will last you a decade. I would trust the following to make my ski day a blissful experience:

**Polarized Splice Snow Goggles**

These goggles go beyond the standard of goggle supremacy in a few respects. Their internal skeletal support system reduces nasal pressure and maximizes airflow magnificently, the semi-flush lens geometry improves downward visibility and they have a balanced fit and maximum peripheral vision. The triple-layer polar fleece foam provides the most pragmatic comfort system there is to be found and they have complete UV protection that filters out 100% of UVA, UVB and UVC rays. For a goggle to be great, a ski enthusiast should forget that they are on. The Splice Snow Goggles are so discrete they are almost invisible.

**From Fingers to Toes**

From head to foot utility has reigned supreme throughout this guide and there is but one finishing touch to create the ideal skiing conditions. The issue of gloves vs. mittens must be addressed. Cold fingers are the plague of Western ski communities. It starts at the fingertips and spreads like a plague throughout the skier unawares. A few quandaries to address:

- What is the most durable, long lasting material?
- What style provides ultimate warmth without causing discomfort?
- Do gloves or mittens come out on top of the survivalist skiing scale?

The warmest, most comfortable material combination normally takes some form of leather, Gortex and wool lining. Leather is able to withstand more rough wear than any other exterior cover offered in the glove community. Not always the best option for mitten material, it does make an unbeatable glove. Gortex, on the other hand, is a perfect mitten exterior. It should be implemented in both forms of hand coverage for waterproofing but makes for a flexible outer shell in mittens so that hand movement is not quite so restrained. Merino wool keeps coming out a winner for scent free unbeatable warm lining and I have to put it as a must have in any glove or mitten purchase.

Both glove and mitten designs should have pull straps to create a snow barking skirt. There should be some sort of pocket for hand warmers and the fit should be just slightly too large at the finger tips to help create circulate heat. Mittens specifically should have interior finger separators, for good measure, and a glove fits well if a fist can be made easily.

In respect to whether one form of hand wear is better than another I believe that gloves and mittens create equilibrium. Gloves are perfect for all but the coldest days and mittens pick up the slack where gloves fail. In terms of practicality I say both are necessary to survive in a variety of disparate weather conditions.

**Black Diamond Mad Max Glove**

They have lots of padding for protection, but still maintain a good dexterity. Not warm enough on the colder days but that is what mittens are for. Being a full leather glove they are designed to take a beating. I am pro the padding over the knuckles on ski gloves. The overall padding is thick and covers the majority of the top of your hand for maximum protection. Within these gloves hands retain full functional ability, stay warm in all but the worst conditions and are kept from distractions like scrapes with boulders, tree trunks or sledge hammers.

**Mountain Hardware Mash Erbrum Mitten**

This mitten is as warm as they come. Made with a conduit nylon shell, leather, a thermic micro synthetic liner and a drawstring cinch strap these mittens could prevent frostbite within the frigid inner circles of hell. They feel more dexterous than a 2-piece system since you don’t have an inner mitten slipping around inside the outer shell. For the days when the world has turned to flurries of snow these mittens provide amazing insulation, waterproofing, dexterity and durability. Essentially a must have survival item.

**All That Remains**

1. Don’t review exterior gear like skis or boots because it would be an article all of its own. Accessory items that some find necessary like neck gators and glove liners should be approached as a matter of simplicity, the lighter and more functional the better. Skiing in the West is a beautiful experience. So do not just disillusioned by new age gear or fads like bandanas. Stick to the gear you simply need and enjoy the bliss of waist deep western powder.
Faculty Fashion Paper Doll

Barbara Schiller
THE SHIRT OFF MY BACK

Picking apart the seams of a menswear staple.

By Ethan Schmertzler
Editor-in-Chief
MADE BY

TURMERIC & ASSOCIATES

100% COTTON

LONDON, ENGLAND

120°F TO 50°C

LIME DRY

ASSORTMENT

OF THE

WAVES

BY APPOINTMENT

OF HRH
THE LAST TIME YOU SAW THIS SHIRT

James Bond beat Le Chiffre at poker while Daisy Buchanan cried in The Great Gatsby and Winston Churchill inspired Britain. It’s a simple shirt you know because it’s perfect; tailored to an individual’s whim and character.

As part of our series on cost for value menswear, I’d like to start with the most basic staple in a man’s wardrobe. Here, I address what it takes to make a good shirt, why to trim superfluous expenses, and how to buy for longevity.

In order to research and write this article, I visited the best shirt makers on the globe in London, interviewed tailors in New York, and worked with a shop in Hong Kong to design and produce a quality competitively priced bespoke shirt. I hope that you benefit from the knowledge gained through my mistakes and successes in this process.

Let’s begin with the professionals. At their shop in England, Turnbull & Asser, Royal Appointment to HRH the Prince of Wales, produces the finest shirts in the world. The cornerstone of Turnbull & Asser’s business comes from their bespoke services—fully custom shirts made to the individual tastes and measurements of the customer. I spent some time with twenty-five of Turnbull & Asser’s best shirts and their bespoke manager, Robert Gillotte, dissecting what puts them at the top.

According to Mr. Gillotte, a shirt, at its simplest form, is easy to make. In a pinch, one could make a shirt out of a burlap sack. On the other hand, you don’t want your shirts to look like an old sack. Off the rack shirts, like those you buy in any store, are based upon two measurements: neck and arm. Turnbull & Asser make their bespoke shirts using twenty-one measurements and this nineteen-point disparity shows in the fit of the final product. The single most important aspect of menswear is the fit, and it takes a good tailor to achieve this.

While the shirt’s fabric causes variations in price, bespoke Turnbull & Asser shirts pack a fairly hefty punch regardless. Weighing in at an average of £240, roughly $400 apiece, they are expensive. Unlike major fashion houses like Ralph Lauren or Giorgio Armani, however, you’re money isn’t spent paying for the labels, marketing, women’s wear, and fashion shows that those companies rely upon. Instead, you receive full value for your dollar in the form of expert tailoring, proprietary Italian cottons, and subtle details too prohibitively expensive for mass-production. Hong Kong tailors—historically reputable and nearly as skilled as their London counterparts—can provide bespoke or make-to-measure (your measurements applied to a pre-designed cut) shirt for a cost comparable to Ralph Lauren off-the-peg.

When working with a tailor, they will have an opinion about how a shirt should fit and look. Some offer valuable advice and excellent style, others are thoroughly agreeable to cooperating with a client to provide a truly custom piece of goods. Regardless of where you find yourself, it always helps to come prepared with some knowledge.

The Fit

Much of menswear evolved out of military uniforms, and those who were too busy swimming about inside their shirts to fight generally died horrible deaths. Therefore shirts should be fitted, though not tight. A tailored fit should not be mistakenly confused as a shirt that is too tight or constricting. Your shirt acts as a second skin, and should not intrude upon the original layer. Nevertheless, fabric should not billow out at the waist adding an unnatural gut. Shirtsleeves should not dangle off one’s arms, giving biceps a weak and sickly stick-like appearance. The shirt should sit smoothly without excess. If there is enough extra fabric to necessitate a plethora of wrinkles then you have too much cloth. If shirts were meant to wrinkle and bunch, then we would not bother ironing them.

By staying close to the shape of one’s body, the shirt accentuates the drop in size between the wearer’s chest and waist, presenting a better physique. It would not be unusual for a bespoke shirt to allow for excess in the chest, waist, and hips of 5.5”, 1”, and 3” respectively. The armholes should be high, with perhaps ¼” of leeway. This allows the wearer to move their arms above their waist with ease, and without carrying the rest of the shirt body with their every movement.

Ever since the British Army decided to stitch collars onto uniforms in the First World War, men have, upon their return to civilian life, foregone detachable collars for the more comfortable military style shirts. Like the English soldiers of old, your collars should be comfortable. Enough fabric should exist so that you can place two fingers between the collar and your neck when buttoned. Churchill did not gurgle in the hangman’s noose of a collar when he spoke before Parliament, and neither should you.
The last point of fit regards the shirtsleeves. When wearing a jacket, a minimum of half-an-inch of the shirt cuff should show. Some choose to show a bit more, which is also permissible. Ideally, the suit cuff should come to the bones prominent on the sides of your wrist. If you place your fingers on those bones and move your hand down toward the fingers, you will feel another set of prominent bones, about $\frac{3}{4}$" distal to the wrist bones. It is at this point where the shirt cuff should come to rest. Cuffs should be tight enough to allow for good circulation and a watch, but you should not be able to slide your hand through the cuff when buttoned.

**The Fabric**

The question of quality fabrics could fill books. Turnbull & Asser use proprietary two-ply 120 poplin made in Italy. Though the textile industry today has developed to the point where decent shirt fabrics can be found not just from Switzerland and Italy, but also India and even China. European fabrics retain the high water mark. For reference, Ralph Lauren makes their best shirts from two-ply 250 cotton (coming in at a few hundred dollars a piece), while J. Crew uses two-ply 100. In case you’re interested, the ply indicates the number of strands of thread twisted together, thereby forming a strand of yarn. The higher the ply, the thicker the fabric.

Generally speaking, one always wants two-ply cotton with a number around 100 or higher, bearing in mind that not all numbers are equal. If you can, feel the fabric. It should be strong, and almost buttery. Turnbull & Asser shirts drape wonderfully and barely wrinkle, whereas a cheap 120 will simply fall apart after a few months, creasing all the while you own it. On the other hand, bear in mind while the softest fabrics may feel wonderful, you’ll wear through them faster. It’s about striking a careful balance between luxury and durability. In the end, top quality costs more and lasts years as opposed to months. Speak with a reputable tailor; they should be able to provide useful insight.

**The Cut**

With superb fit and high quality fabric factored in, most reasonable shirt styles are acceptable and up to the preferences of the wearer. Bear in mind that menswear is meant to look carelessly perfect, not slovenly or ostentatious.

Turnbull & Asser have their own house style, where overall simplicity is key. 1.5" yokes provide a tidier shirt back, while no buttons on the gauntlet keep things neater on the forearm. Though women’s fashion dictates that styles should change every year, good menswear does not. Recognizable variations of the suit have existed since the 17th Century. While some changes have occurred since that time, contemporary designers are not “designing” anything new; they’re merely changing small details to distinguish their shirt from another. Some collars look better on some people, and you’ll need to figure out which ones suits you best. For cultural connotations, English shirters classically prefers spread collars, Italians a narrower point, and Americans opt for button-down collars. Turnbull & Asser can make, quite literally, infinite variations on the collar as per the customer’s request. As a rule of thumb, those with longer necks look better in a higher collar and vice-versa.
Mother of pearl buttons provide a nicer look than plastic. Synthetics cannot give the luscious luster and individuality that an organic button provides. Some debate surrounds the pros and cons of hand-sewn buttons, but for practical purposes it's a question of value on return of investment. Hand-sewn buttons might be more individual, but the increased labor means higher costs. Neapolitan shirt makers produce their garments by hand, with shockingly high prices to match. Machines can provide stronger stitches, and the value added by paying for hand-sewn details like buttons is minimal. Not everywhere is automation to the advantage however. You will want patterns to match across seams, something that must be done by hand. Not only does it make the shirt look nicer, it also demonstrates an attention to detail. Matching seams indicate that the person physically making the shirt took the time to cut the fabric correctly and then set the pieces together carefully.

Other places to look for indications of an attention to detail are at the seams. These should show a single line of stitching; sometimes one will encounter double stitching. Turnbull & Asser only uses French seams, which are time consuming but render quite strong construction by placing three lines of stitching through four layers of fabric pressed into one another, all within 3/16th of an inch. This type of seam will hold up to the test of time, but require a skilled worker. Turnbull & Asser does all their work on hand sewing machines.

A final point on cut is the gusset. Here the shirtfront and back are locked together at the shirt hem. The reputable French shirt maker Charvet uses a square cut gusset, arguing it allows for a smoother line and cleaner drape. Turnbull & Asser stitches an octagon piece of fabric onto the shirt hem to lock the gusset into place. Either works well.

Again, although Turnbull & Asser may set a standard for shirts there are more affordable alternatives available. Experienced tailors do exist elsewhere. One will certainly find superb shirt makers at London's Savile Row and Jermyn Street, but looking further afield one readily finds companies with both ready-to-wear and bespoke like Dunhill in New York and Charvet Place Vendôme in Paris. Classically, Anglo-American men who could not yet afford London bespoke used Hong Kong tailors when that particular region remained under British control. Though governments change, the tailors remain the same. The few that easily serve customers in the United States can generally be found by word of mouth (I feel Mr. Hemrajani of MyTailor.com does particularly good work, though some knowledge of what one wants beforehand is necessary; he is opinionated).

For the cost of those brands regularly worn on campuses like Middlebury, some bespoke is not prohibitively expensive. It is important to remember that much more important than a little bit of embroidery on the shirtfront are the individual fit and cut. Though later in the future, Turnbull & Asser may become a readily available option to most, for now more affordable tailors exist.

I hope that in the course of reading you have acquired some insight into the world of shirting, and the equally ubiquitous yet obscure garment within.
IMAGE CREDITS

0 Ethan Schmertzler
1 Ethan Schmertzler
2 Ethan Schmertzler
3 Michael Schmertzler (L)/Ethan Schmertzler (R)
4 Ethan Schmertzler
5 Emily Gray
6 Emily Gray
7 Emily Gray
8 Emily Gray
9 Georges-Pierre Seurat Sunday Afternoon (Source: Apple Inc.)
10 Camila Quiñónez (Top), Georges-Pierre Seurat Sunday Afternoon (Source: Apple Inc.) (Bottom)
11 Camila Quiñónez (Top), Claude Monet Poppies Blooming (Source: Apple Inc.) (Bottom)
12 Camila Quiñónez (Top), Claude Monet Poppies Blooming (Source: Apple Inc.) (Bottom)
13 Camila Quiñónez (Top), Claude Monet Water Lilies (Source: Apple Inc.) (Bottom)
14 Claude Monet Water Lilies (Source: Apple Inc.)
15 Camila Quiñónez (Middle), Ethan Schmertzler (Bottom)
16 Michael Schmertzler
19 Michael Schmertzler
20 Ethan Schmertzler
21 Barbara Schiller (Middle), Ethan Schmertzler (Bottom)
23 Kuni Schmertzler (Middle), Turnbull & Asser (Bottom)
24 Ethan Schmertzler
25 Ethan Schmertzler
26 Kuni Schmertzler
27 Ethan Schmertzler (Top), Kuni Schmertzler (Bottom)
28 Ethan Schmertzler
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