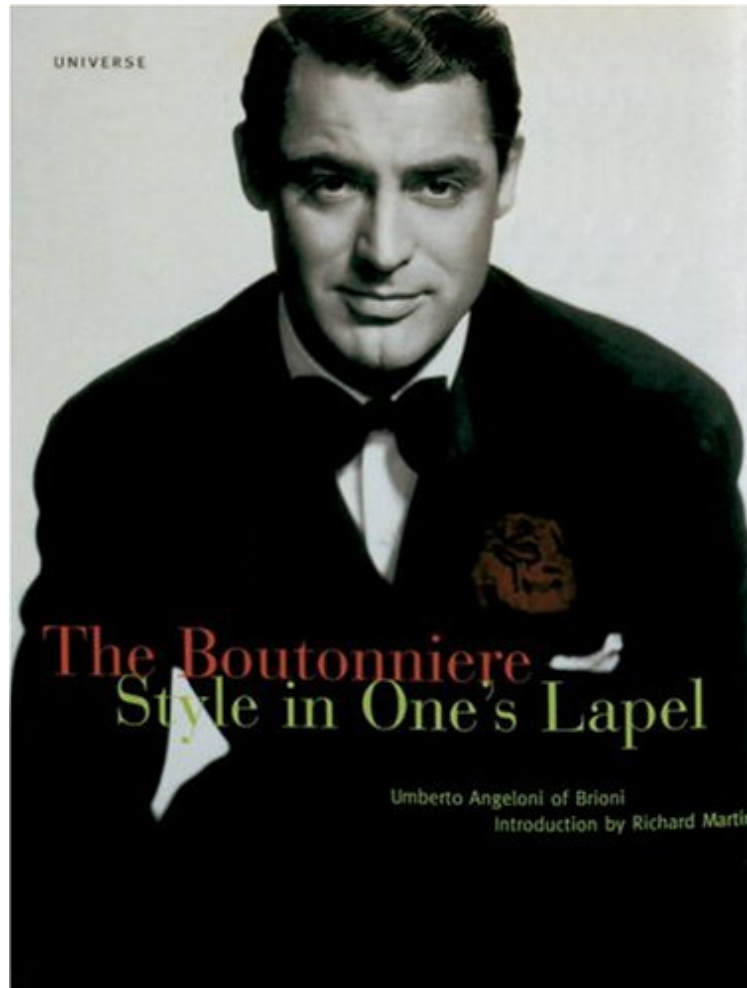


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## The Boutonniere: Style in One's Lapel

*Brioni*

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**Brioni : The Boutonniere: Style in One's Lapel** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Boutonniere: Style in One's Lapel:

1 of 1 people found the following review helpful. A very unique bookBy Peter PadroThe boutonniere strikes fear into the hearts of most men. This book looks directly into the heart of darkness and, without going overboard, engages in a sensible, masculine discussion on the historic and tasteful male use of the flower in the everyday male wardrobe. Great ideas for the man that goes beyond the tie to the classic use of pocket squares and lapel flora to add that simple touch of color and distinction in defining his "style". I double dog dare you...13 of 14 people found the following review helpful. A special book: informative, elegant, and well illustratedBy Jorge Cintron PabonI recently purchased this book at a local Brioni clothing dealer, and I've been pleased with its content. The book is brief, but this is such a specialized topic that it is abundant enough.The book starts with a historic narration of flowers in men's clothing,

moves on, to more recent well-dressed men that wear them, and then to examples of elegant more modern combinations that include the use of boutonnieres. This is not a "picture book" only, it includes essays on the topics that are well written and inspire the reader to become an impeccable dresser, and this is what Brioni is all about. 17 of 17 people found the following review helpful. Fine guide to an all-too-rare element of men's style By Andrew S. Rogers A boutonniere is so rarely seen these days that any man who wears one will almost automatically set himself apart from the crowd. The trick, of course, is to do it in a way that suggests timeless artistry, and not that water will come squirting out of it, or that the wearer is a refugee from the junior prom. There's a big difference between a stylish mini carnation tucked into your buttonhole and a giant mass of babies-breath and rose held on with a safety pin. This handy little guide is all most men should need to navigate the largely unknown waters of boutonniere-wearing. Much of the book, necessarily, traces flower-wearing through history, with a focus on the British royal family and various dandies of times past. A few profiles of modern men who keep the tradition alive are also included, as well as helpful suggestions about various types of flowers to wear, what to wear with what kind of jacket, and even alternatives to the jacket lapel like vests and overcoats. Take a stand for personal style and start wearing a flower from time to time. If you're unsure about how or whether, let this book help you get started. Once you do, you may never look back.

For men whose sense of style transcends cigars and single-malts, the boutonniere represents the new epitome of luxurious masculinity. Worn by today's impeccably dressed man, the boutonniere makes a confident statement of elegance and personal flair. This beautifully illustrated volume shows how to incorporate this ultimate style accent to the modern man's wardrobe, whether for day or night, casual or formal occasion. Specially commissioned full-color photography demonstrates the matching of colors, fabrics, and styles with a wide range of floral possibilities, from a single daisy or carnation to the orchid or lily of the valley. In addition, the book presents a fascinating history of the boutonniere and the men who have worn them, from such royals as the Duke of Windsor and Prince Charles, to Hollywood icons like Cary Grant, Fred Astaire, and Sean Connery. From sprucing up an everyday suit to sporting the perfect boutonniere on your wedding day, this book offers the definitive word on this symbol of masculine elegance.

About the Author Umberto Angeloni is global chairman of Brioni, one of the leading names in luxury menswear. Brioni has dressed many of the world's most recognized men, from Clark Gable and John Wayne to President Nelson Mandela, Luciano Pavarotti, and that quintessential icon of style, James Bond. Sir Roy Strong is the former curator of the Victoria Albert Museum in London. An eminent writer, broadcaster, and columnist for British newspapers, he is the author of the recently published *History of the British Isles*. Nick Foulkes is a London-based television broadcaster and journalist who is a regular contributor to *The Evening Standard*, *British GQ*, *the Financial Times*, *Harpers and Queen*, *House and Garden*, and *Country Life*. Richard Martin is curator of the Costume Institute of the Metropolitan Museum of Art.