

## *Thom Browne's Styling Guide*

The logo for Thom Browne, featuring the text 'THOM BROWNE.' in a large, bold, sans-serif font, with 'NEW YORK' in a smaller, all-caps, sans-serif font directly below it. The logo is centered between two vertical stripes on each side, each consisting of a red line on the outside and a blue line on the inside.

THOM BROWNE.  
NEW YORK

When you consider that Thom Browne only started retailing suits in 2001, where he wore the few suits he had in ways of advertising them and turned his apartment into a showroom made it to the Most influential Designer in Menswear of 2008 AND Repeat Designer of the year, if you get a chance to listen to his words of wisdom.. *Why wouldn't you take it?!*

And that's exactly what is on offer at oki-ni.com where Thom Browne has released a styling guide.

The Thom Browne suits carry a certain checklist of particular physiognomies that give you that 'hey, this is definitely a Thom Browne suit'. The main factors are flat front pants, exposed ankles, jacket sleeves that just hit mid wrist and of course – the signature colour, Grey. The cut is most definitely pulled straight from the in late-1950s and early-1960s and reflects the preppy all American menswear tradition.

When GQ interview Thom Browne back in 2008 (wearing one of his own suits) they described his style as this:

*'Browne's sleeves are boys'-department short; his jacket stops just below his belt line. His tie is tucked into his pants and clipped to his deliberately unironed oxford. His suit pants are actually shorts: They're mailman-tight, and they've ridden up, revealing a band of squashed-flat leg hair. He's wearing ankle-high black athletic socks with his giant Frankenstein wingtips, because in Thom Browne's world, you show ankle. He looks like Pee-wee Herman's boss.'*

The specifics of their true brand values are demonstrated in this detailed styling guide that was formulated for Oki-ni. If you worry about the particulars, when it comes to being suited and booted, or just want to dress smart but know how to introduce your own twist rather than looking like every other man who wears a good suit, then this guide is most definitely worth a read.

The primary purpose of the guide is to assist his clients on how in which to [wear a Thom Browne suit](#). With the unfamiliarity of fit and style of a Thom Browne suit compared to the more mainstreams fits this guide is probably necessary to ensure how to wear it correctly and comfortably and how to still keep up that flawless allure of good tailoring.

Check out his latest at [thombrowne.com](http://thombrowne.com)





THOM BROWNE.  
NEW YORK



The tie should be tied tight,  
and always tucked into the  
top of the trouser

If a knit cardigan or vest  
is worn under the jacket,  
only the top buttons are  
to be fastened

The bottom button  
of the jacket should  
remain unfastened



THOM BROWNE.  
NEW YORK



Traditional overcoats are  
meant to go over the suiting  
jacket. If buttoned, only  
fasten the middle button

THOM BROWNE.  
NEW YORK



Butt down collar  
should remain  
unfastened

Tie bar should be clipped  
1/2 distance between  
collar and waist

Pocket flaps should  
remain out



Top shirt button  
should be fastened

Pocket square should  
be ironed flat, and  
stick out only 1/3"

Fasten only the  
middle button

1/2" - 1" of the shirt  
cuff should be shown