

ASK THE EXPERT

Scott Schuman travels the world as *the Sartorialist*, the world famous stylespotter. Read his H&M readers' correspondence and find out how to catch his eye!

1. I have seen you so many times, but you never take my photo. What do I need to wear to get you to notice me?
/Sarah, New York

– I never know what's going to catch my eye, and I deliberately try to shoot the widest possible variety of people. But a good tip is to show off one part of the outfit, such as the shoes or a statement bracelet. That makes your styling more personal.

2. Of all the cities that you've visited, which has the most stylish inhabitants?
/Manuela, Milan

– Milan. In many ways it's as if Milan never left the 1930s when it comes to formality. The waiters still wear white dinner jackets and people still believe in elegance in every little aspect of life, which I find very charming.

'I'M FULLY OPEN TO BEING SURPRISED BY SOMEONE'S UNIQUE STYLE. I DO LOVE WHEN PEOPLE BREAK RULES'

3. I'm in my mid-thirties and have always had a very relaxed style. On your blog, I keep seeing men who look very old-school gentlemanly. Should I get my act together?

/Christopher, Hongkong

– Stick to your style, since that is what you feel relaxed with. If you want to make a change, choose an unexpected or colorful accessory. Dressing for your lifestyle is the most important thing. A fisherman in a bespoke suit doesn't make much sense.

4. On your blog you have tons of photos of people on bikes. Why is a bicycle the ultimate style accessory? And can you

ever look stylish with a bicycle helmet?

/Michael, Stockholm

– The bike shots are romantic to me, as an American, because it is such a symbol of old-school Europe. I rarely see anyone outside New York riding their bike to work in the US. Of course you can look cool in a bike helmet, but it is easier if you have on a sporty jacket, for instance.

5. What shoes look best with a long skirt?
/Lena, Oslo

– Flats. That's not to say, however, that I

wouldn't shoot someone wearing heels with their long skirt, I'm fully open to being surprised by someone's unique style. I do love it when people break rules!

6. Fashion magazines always talk about playing with proportions in your silhouette, but I never know how to do it right!
/Marianne, Gjøer

– Playing with proportions can be fun, but they should still work for your body type. If you're a bit short, then maybe you shouldn't go for a bubble skirt, for

instance. When trying something new, always look in the mirror and ask if this makes you look the way you want others to see you.

7. You never mention trends in your blog, but it's easy to see that certain items are more popular than others.

/Yifan, Shanghai

– I don't really look at trends, but maybe they are reflected in my subjects' clothing choices. Barbour coats are a perennial favorite and I love it when people play with them. I have been in the fashion business for fifteen years now so I guess I'm pretty much in tune with how designers think.

8. What's the best way to emulate the big fashion houses in style, but without spending all of my student loan?

/Penny, Dublin

– Designers buy vintage to inspire their new designs, so why not buy vintage? You might become the inspiration for the next Marni collection! Go for the classics: Diane von Furstenberg dresses, Burberry coats, Louboutin shoes. They never go out of fashion.

Visit Scott at: www.thesartorialist.blogspot.com



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Please email your questions to Ask the Expert, hmmagazine@hm.com