

*SELLING
ON A
GRAND SCALE*

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Repp, Ltd. #1131
September 13, 1995*

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Great Big Men

Throughout history, men of girth have often had a surplus of style. Here, an appreciation of fashionable men of heroic proportions.

The concept of dressing for a particular body type--tall and thin, short and, heavyset--is something that women have known about forever. As men, we have grown to be more image-conscious, playing up certain features while masking others.

In the case of the heavy man, his girth must be dressed and tailored, but first, it must be addressed and believed in. It must be worn with absolute conviction. There's a huge difference between a man who knows he's heavy--that's his image of himself and he's completely comfortable with it--and a man, however well tailored, who is trying to disguise his dimensions. Only the man who is behind his largeness, truly behind it, can look great.



Massive appeal: Wearing a classic 3-piece grey flannel with flattering long point-collar white shirt and matching carnation and pocket square, Jackie Gleason as dapper pool shark Minnesota Fats in *The Hustler*.

There are fat big men and
there are unfat big men--
impressively large men.



Haughty heft: Robert Morley as Oscar Wilde, the consummate dandy and arbiter of good taste; and William Howard Taft, our "greatest" president, flaunting his figure in stately profile.



We notice dandyism more on substantial men because it covers more ground.

Well rounded: Excessive girth in no way hampered the fashion sense of Winston Churchill or Orson Welles, men who threw their weight around in style.



Famously understated: Alfred Hitchcock clothed his round silhouette in conservative greys, leaving the thrills for the screen.

Dressing For Your Body Type

**Whether tall or short, portly or athletic, a man
needs to choose his clothing with his body in mind.**

GENTLEMAN'S WARDROBE GUIDE

Tall and Thin Do's: A sport jacket and contrasting trousers split the body in two, emphasizing your width. Avoid pinstripes. If you must, opt for a *very* subtle stripe, in a *very* subtle color. Other more flattering patterns would be glen plaids, checks, and windowpanes, all of which draw attention to breadth. As far as cut, a jacket with substantial padding does wonders, especially if it's double-breasted with wide lapels. When it comes to shirts, choose the spread collar to widen the face and neck, and for trousers, stick with the pleats, which give a nice fullness to the legs.

Tall and Thin Don'ts: Three-button jackets, though extremely popular right now, tend to lengthen the body. Similarly, shirts with long point collars and narrow ties can make a lean face appear thinner and longer. Also, avoid tapered trousers, and don't wear dainty, pointed shoes.



GENTLEMAN'S WARDROBE GUIDE

Portly Do's: Wear jackets with slightly built-up shoulders. This will create the "V" effect from shoulders to waist and will prevent any appearance of tightness. Choose dark colors and striped suits, which are the most slimming. As for materials, keep them smooth: Stay away from bulky fabrics such as tweed in winter or seersucker in summer. They only add weight to an already ample frame. For shirts, stock up on stripes and point collars, and don't be afraid of ties with a bold pattern. They will distract the viewer's eye from your girth.



What a Waist

The heavy man should always try to wear his trousers on his natural waist. This isn't easy, since many large men try to compensate for a belly by wearing their pants very low in the front. This technique may make it easier to breathe, but it mainly accentuates the stomach. To help keep the pants up properly, don't wear a belt; it can be very uncomfortable and breaks up the body horizontally. Try wearing braces instead. And avoid low-rise pants at all costs.



Athletic Do's: For the very tough-to-fit athletic man, jackets with a low-button stance and no vent is ideal, as they tend to make you look leaner. Avoid shoulder padding, and learn to prefer dark colors, since they effectively minimize the frame. If wearing a shirt and tie is impossible or uncomfortable, try a polo shirt or turtleneck with a suit.

Athletic Don'ts: Double-breasted suits with peak lapels should be avoided, as they widen the shoulders. Bulky fabrics make you look larger all around, although tight fabrics can make you look like you're about to rip the seams. Jackets that are too long make the legs look short, and you'll appear smaller.

