SELLING ON A GRAND SCALE

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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.

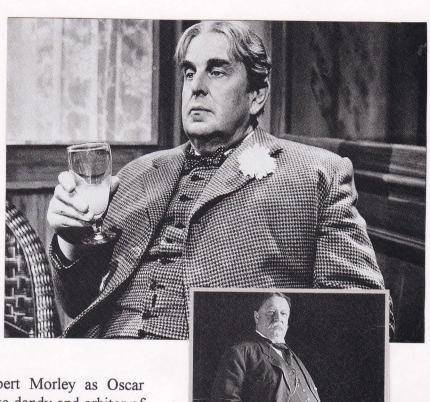
The concept of dressing for a particular body type--tall and thin, short and, heavyset--is something that women have known about forever. As men, we have grown to be more image-conscious, playing up certain features while masking others.

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.

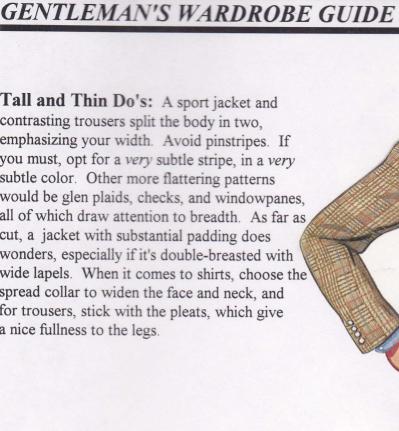
Well rounded: Excessive girth in no way hampered the fashion sense of Winston Churchill or Orson Welles, men who threw their weight around in style.



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.



Tall and Thin Don'ts: Three-button ackets, 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.



