

CHIC
SIMPLE
Guides



WORK CLOTHES

CASUAL DRESS *for* SERIOUS WORK



KIM JOHNSON GROSS JEFF STONE

TEXT BY J. SCOTT OMELIANUK PHOTOGRAPHS BY ROBERT TARDIO

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ALFRED A. KNOPF NEW YORK 1996



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WRITTEN BY J. SCOTT OMELIANUK

ART DIRECTION BY WAYNE WOLF

PHOTOGRAPHS BY ROBERT TARDIO

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First Edition

C O N T

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BASIC. Survival gear, must-haves, or just the BASIC wardrobe building blocks, these are the essential items that will allow you a lifetime of pleasure and service when carefully selected. They're the kinds of things that you borrow from friends, and that friends borrow from you.



BODY. This icon indicates an item that is flattering to one BODY type but perhaps not to another. As in all broad generalizations, there will be exceptions to the rule—so read with one eye cocked at the mirror.



COLOR. This icon calls attention to a COLOR issue—both when it's used to a flexible, wardrobe-expanding advantage and when it's used to add sizzle.



DRESS CODES. Remember when you got sent home for wearing cutoffs or punk jewelry to school (or work)? With the dress-down Friday becoming a weeklong phenomenon, DRESS CODES are now more about appropriateness.



FAQ. Who, What, Why, When, are common questions in this new world. Here are the answers to the most FREQUENTLY ASKED QUESTIONS (acronym courtesy of the Net).



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VALUE. Invest in VALUE. Which doesn't always mean buying what costs the least. Even if you feel a bit of a sting at first, take comfort in knowing that buying a high-quality item is always smarter than buying something cheap that you'll soon need to replace.



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“It’s the sort of place
where you have to wear
a shirt.”

NICK NOLTE in *North Dallas Forty*



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For Joanne, Wayne, and the Chic Simple staff, with gratitude for their hard
work and good humor. And to Knopf for their enthusiasm and support.

Grateful acknowledgment is made to Levi Strauss & Co. for its support and generosity in sharing
its resources of four years of surveys, focus groups, and interviews on the new corporate
dress code—and, even more importantly, for creating the staple of Jeff's wardrobe: the 501 jeans
that he has buttoned and unbuttoned his entire life or at least since he was seven years old.

It is truly one of the great American icons.

J.S. and K.J.G.

For David, Glenna, and Carolyn, for your love, encouragement, and flexibility,
and Jeff for a great adventure.

K.J.G.

For Sonny, whose sartorial flair made me leave the corporate world.

J.S.

For Pamela.

S.O.

“The more you know, the less you need.”

AUSTRALIAN ABORIGINAL SAYING

CHIC
SIMPLE®

Chic Simple is a primer for living well but sensibly. It's for those who believe that quality of life comes not in accumulating things but in paring down to the essentials. Chic Simple enables readers to bring value and style into their lives with economy and simplicity.

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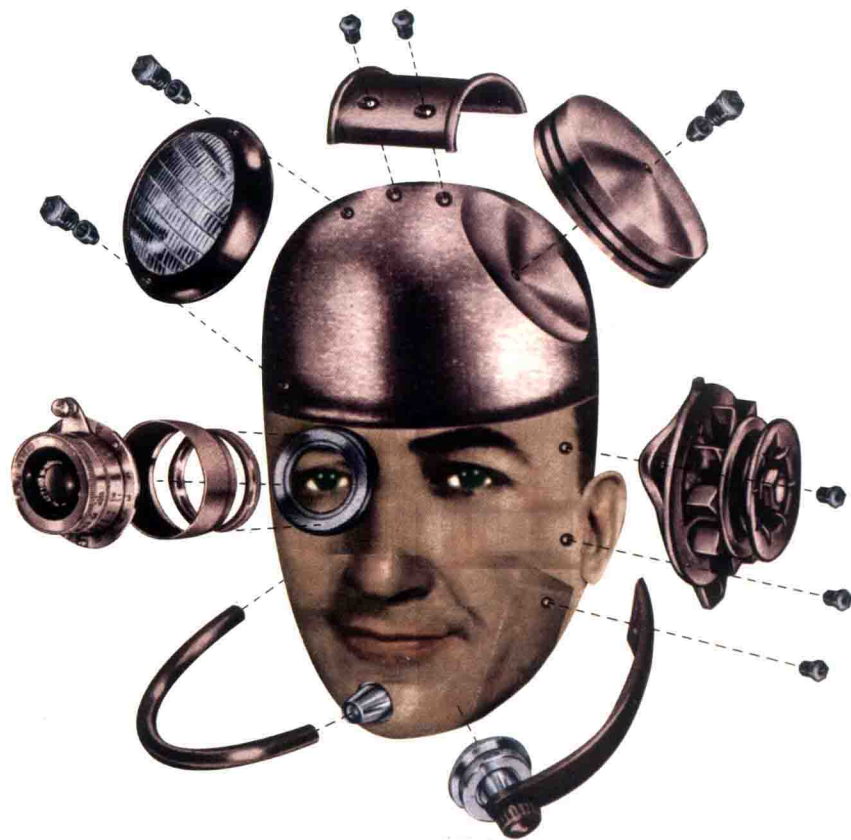
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EVOLUTION: ADAPT TO SURVIVE

“... implies that the individuals which are best fitted for the complex and changing conditions to which, in the course of ages, they are exposed, generally survive and procreate their kind.”

CHARLES DARWIN, *The Variation of Animals and Plants under Domestication*

“ . . . for now is the time to raise legitimate children, and make money, and dress properly, and be kind to one’s wife, and admire one’s boss, and learn not to worry, and think of oneself as what? That makes no difference, he thought—I’m just a man in a **gray flannel suit**. I must keep my suit neatly pressed like anyone else, for I am a very respectable young man.”

SLOAN WILSON, *The Man in the Gray Flannel Suit*

1955