The Art Of The Pocket Square
The Art Of The Pocket Square
A Gentleman’s Guide to Suiting

Contents

By way of introduction…

PART I. POCKET SQUARES

1. From Kings to Red Carpets: The History of Pocket Squares
2. Five Good Reasons to Wear a Pocket Square
3. Some Common Pocket Square Questions (and our Answers)
4. Taking Care of Your Pocket Square
5. Fashionable Folds for your Pocket Square
6. What your pocket square color says about you

PART II. SUITS

7. What to know when buying a new suit
8. Some do’s and don’ts of suits
9. How to make your suit more exciting

PART III. THE POCKET SQUARES QUIZ

10. Pocket Squares Quiz
Some parting words
About Glamorous Pochette
THE ART OF THE POCKET SQUARE—A GENTLEMAN’S GUIDE TO SUITING COPYRIGHT © 2014 BY KAMAL JAHID, CEO AND FOUNDER OF GLAMOROUS-POCHETTE.COM ALL RIGHTS RESERVED UNDER INTERNATIONAL AND PAN-AMERICAN COPYRIGHT CONVENTIONS.

BY PAYMENT OF THE REQUIRED FEES, YOU HAVE BEEN GRANTED THE NON-EXCLUSIVE, NONTRANSFERABLE RIGHT TO ACCESS AND READ THE TEXT OF THIS E-BOOK ON-SCREEN. NO PART OF THIS TEXT MAY BE REPRODUCED, TRANSMITTED, DOWN-LOADED, DECOMPiled, REVERSE ENGINEERED, OR STORED IN OR INTRODUCED INTO ANY INFORMATION STORAGE AND RETRIEVAL SYSTEM, IN ANY FORM OR BY ANY MEANS, WHETHER ELECTRONIC OR MECHANICAL, NOW KNOWN OR HEREINAFTER INVENTED, WITHOUT THE EXPRESS WRITTEN PERMISSION OF GLAMOROUS POCHETTE COMPANY.

ALL RIGHTS RESERVED © 2014 GLAMOROUS-POCHETTE.COM
By way of introduction...

Pocket squares originally came onto the men’s fashion scene in the 1920’s. These noble descendants of the handkerchief were a quintessential part of any well-dressed gentleman’s suit until the late 1960’s. In the subsequent decades, they’ve occasionally popped up in the wardrobes of dandies and bold fashion adventurers, but for most of us, they’ve been neglected.

Things have changed in recent years, though: today, the pocket square is experiencing a renaissance. Not only has this inspired us at Glamorous Pochette to create unique, bold, breathtaking squares; it can also inspire you to add a little something extra to your work or formal – or even everyday – attire.

But how does one wear a pocket square? What colors should one pick? How should it be folded? How does one maintain a pocket square in good working order? You’ll find all of these answers and more in this handy little guide that we’ve compiled for you. In these digital pages, you’ll learn about pocket squares and also get a crash course on how to pick the perfect suit to house them. So go forth, fashionable reader – the world of pocket squares awaits!
PART I.
POCKET SQUARES
First of all, let’s figure out what, exactly, we’re dealing with. Where did pocket squares come from, and who made them so darned fashionable in the first place?

I.

From Kings to Red Carpets: The History of Pocket Squares

If you think about it, the concept of pocket squares is kind of odd: a functionally useless piece of cloth in a functionally useless pocket. But of course, any self-respecting sharp dresser knows that clothes aren’t just about being functional – what’s life without a little style?

You might be surprised to learn, though, that while there have been stylish people around since clothes became a thing, pocket squares came onto the fashion stage relatively late. Handkerchiefs, pocket squares’ rustic ancestor, have been used since ancient times. But surprisingly, in the Western world, carrying a single handkerchief for nose-related issues only became popular during the Renaissance (before that time, they were usually used for wiping sweat from your face, or covering your head). Among fans of pocket square lore, English king Richard II is typically credited with starting the trend of carrying around a quality piece of fabric to clean your nose – or to block it from your neighbors’ foul body odor.

For many centuries after those heady days at the end of the 14th century, handkerchiefs were hidden, carried in men’s pant, coat, or jacket pockets. But suits evolved, and ideas about hygiene did, too. 19th century gentlemen got to thinking about it and realized it was kind of disgusting to have dirty objects, like change, mingling with your pristine handkerchief…and when a handkerchief had been used, well, they probably figured it was equally disgusting to have to reach past it for that aforementioned change. (Although dating to the late 20th century, this Mr. Bean sketch drives the latter point home rather well.) A solution was found: keep the handkerchief in a small, separate pocket on the chest, known as the breast pocket.

The suit evolved throughout the 19th and 20th centuries, and so did the role of the handkerchief. By the 1920’s, revealing the folds of a clean handkerchief in your breast pocket had become all the rage. Under these circumstances, many practical dandies now carried two squares of cloth: one, a functional handkerchief (once again relegated to the pants pocket), and the other, just for show, folded in the breast pocket -- our beloved pocket square.

You could call the 1920’s-60’s is the golden age of the pocket square. Pretty much everyone, from the best-dressed fellow out there, to the average Joe going into the office, sported one. Different pocket square folds were developed to shake things up a bit. Some of these styles were associated with glamorous movie stars, like James Cagney, Fred Astaire, and Gary Cooper.

Today, their legacy lives on, and not just because each one has had a particular pocket square fold named for him: As you likely know if you’re reading this, pocket squares are back in fashion. Look at a contemporary awards show show red carpet and you’ll see sharply dressed celebrities like Jon Hamm (whose show “Mad Men” may be partially responsible for the pocket square
The Art Of The Pocket Square

renaissance), Justin Timberlake, Diddy, and Robert Downey Junior all wearing a ‘ square. Will you take your place among them?

So now you know about pocket squares’ illustrious past. But maybe you’re still not convinced they’re for you. Here are some reasons why you might want to change your mind:

II. Five Good Reasons to Wear a Pocket Square

Some of us are reckless fashion adventurers, and others are more cautious about our sartorial choices. If you’re debating whether or not to sport a pocket square, here are five good reasons to start doing so immediately:

1. Join the ranks of some of recent history and fiction’s most dapper men. What do Jay Gatsby, Clark Gable, Don Draper, and Daniel Craig (as well as James Bond) have in common? They’re all sharp dressers – and all of them have worn pocket squares. Still dubious about the elegant touch of that square of folded handkerchief? Think about one of menswear’s darkest incarnations: the leisure suit. It has pockets, but certainly no pocket square!

2. The flourish. In bygone days, remarkable men had head-turning accessories, be it the helmet of a Viking warrior, the feather in the romantic troubadour’s cap, or the earring of a wealthy Renaissance-era noble. Unless you have a really unique job, it’s likely you can’t wear any of those things to spice up the daily grind. Luckily, the pocket square is a more subtle and modern way to add personality and elegance to what might otherwise be a suit like any other.

3. Escape the ordinary. In his famous short poem “In a Station of the Metro”, Ezra Pound observes, “The apparition of these faces in the crowd;/Petals on a wet, black bough.” If everyone were wearing pocket squares, the poem might just have a few more lines. Maybe imagery about flames or colorful birds would be involved. Pocket squares will get you noticed, either for their subtle elegance, or their flamboyant shades and folds. Turn the right head and your life might take a very different turn, as well.

4. Self-expression. We all have the clothes we “should” wear, and sometimes, no matter how unique we try to be, we still end up blending into the crowd. But why not make a bold statement that will set you apart? Of course, nothing that will get your boss to call security! A pocket square is an excellent way to be bold, while not rocking too many boats. Add a pocket square in any color or combination of colors you can imagine, to give your suit a dash of personality and uniqueness. Pocket squares may be fairly unusual today, but they’re backed with enough historical credentials to command both fascination, and respect.

5. Easy to procure, easy to get rid of. Some great fashion statements are also great expenses. Not so with pocket squares. Those gentlemen blessed in the wallet department may choose to invest in designer handkerchiefs in fabrics like silk, but even a less well-off fellow can seek out interesting fabrics and patterns in affordable menswear stores. Economic and imminently portable, the pocket square lets you decide, from how to fold it, to whether or not you want to keep it on display, if there’s a moment you feel you’d like a little less attention. A pocket square
does not have to be a lifelong commitment: give one a try today and see if it’s for you. We bet you’ll enjoy it – as will everyone who sets eyes on you.
III. Some Common Pocket Square Questions (and our Answers)

So you’ve decided to take your dapper appearance to the next level, by wearing a pocket square. But as you embark on this sartorial adventure, a few questions may come to mind. After all, when it comes to choosing a pocket square, not just any mere handkerchief will do – or will it? Fear not, good sir – we’re looking out for you! Here are answers to three common pocket square queries:

1. Is a pocket square really for me?
There is no “right” answer to this, alas. Do you feel comfortable wearing a pocket square? Do you accept the commitment of neatly folding it as you get ready to face the world every morning? Are you convinced that a pocket square will make you look more elegant and interesting to the people around you – and, perhaps most importantly, to the guy you’re looking at in the mirror? If the answers to these questions are “No”, then it is possible that, despite their gloriousness, you may not want to add a pocket square to your everyday look. But think long and hard, for pocket squares do have many advantages.

2. What kind of handkerchief should I choose?
First of all, let us give you this gentle reminder: a pocket square may actually resemble a handkerchief, but it is this piece of material’s privileged cousin. Remember that pocket squares and a functional handkerchief are two very different things: once your pocket square is in your breast pocket, that’s where it should stay for the day. Keep an actual handkerchief, or a pack of tissues, or what have you, elsewhere on your person.

Now that that’s been cleared up, we’ll share something with you: like many things in life, pocket squares come in a huge range of looks and prices. You can find some splendid ones that range in the hundreds of dollars or euros or whatever might be your currency of choice, but you can also find relatively inexpensive but still great-looking squares in just about any store where men’s clothing is sold. And we mean really inexpensive – sometimes even lower than $10 (or euros or whatever might be your currency of choice…). The important thing to consider is the look you’re going for. If you like simple, but still refined, you may choose a fine, white linen pocket square. If you’re more audacious, you may veer into brightly colored, patterned silks. Or, of course, you can choose one of each, and a few other looks as well. For those who want a completely unique look and aren’t afraid of a sewing machine, you can even make your own pocket square. Here is a rather helpful tutorial that should work for any fabric you choose.

3. Should my pocket square match something?
The general idea with a pocket square is not to match another piece of your clothing exactly, but to highlight or set it off. For example, if you’re wearing a tie that has some blue in it, you may choose to wear a blue pocket square. However, if your tie is a solid color, it is strongly advised not to match it exactly with a pocket square. Most of us in the dandy persuasion consider this gauche. In such a case, you may consider wearing a pocket square in a color that is a compliment...
The Art Of The Pocket Square

to your tie, for a bright splash of color. For example, using a color wheel, we can see that your blue tie would best be complimented by an orange pocket square. Some gentlemen even take things a bit farther, pairing a patterned tie with a pocket square that sports a different pattern that still matches and sets it off well. You can also consider highlighting your shirt or socks. For the less bold, white generally works – and it also looks fantastically elegant when you’re wearing a tux, as oh-so-many finely dressed celebrities’ red carpet appearances attest. For inspiration, we highly suggest doing an image search for “pocket squares” and seeing all the wondrous variety that comes up.

We hope these answers have helped you in your quest for personal sartorial elevation. For more information about pocket squares, read on.
IV. Taking Care of Your Pocket Square

A pocket square is that extra touch that takes your look from respectable, to remarkable. But looking good takes effort, of course, and pocket squares are no exception. And while it can seem exhausting to have to think about even these small pieces of fabric, remember that well looked-after pocket squares will only add to your reputation as a neat, impeccably attired gentleman. Here are some tips for how to care for your square:

1. Understand your cleaning abilities and expectations. Pocket squares are available in various fabrics, and many have different levels of required care involved. Here are the most common varieties, and how to keep each one clean and looking well:

   - A silk pocket square is high-budget and high-maintenance. Keep it clean by either taking it to the dry cleaner, or hand-washing it in warm (not hot) water, with just a bit of soap.

   - Wool pocket squares are also a bit more delicate than what you might be used to. They should never be machine-washed or dried. Hand-wash only!

   - If you’re looking for a sturdier material that still has plenty of stylish flair, pocket squares in cotton, linen, or polyester can be machine washed – but be sure to check the instructions regarding temperature and machine setting, as well as whether or not they should be machine- or air-dried.

2. Pocket squares in any material can – and likely should – be ironed. You can find specific ironing instructions for each kind of common pocket square material on this helpful site.

3. Before purchasing a pocket square, another thing to consider is stain and spot visibility. Although a gentleman should always be impeccably neat, one does meet with unfortunate accidents – say a bit of soup dripping from a spoon at lunch. If you tend to be somewhat accident-prone, you may want to consider buying pocket squares in dark colors or with patterns that would make stains and spots less visible (before you get them cleaned, of course, which should be done as quickly as possible).

4. If you find yourself replacing pocket squares quite frequently due to stains and other mishaps, remember that you can buy inexpensive ones that still look rather nice. Just check reasonably priced menswear shops. Another option is to make your own pocket squares. On the one hand, this does take time and some sewing, but on the other, it could be a way to have a number of unique squares in the same fabric. Here is a pocket square sewing tutorial.

5. Does one need a special storage space for one’s pocket squares? Not necessarily; however, you may choose to keep them safely away from prying hands. If you do so, it’s best to keep them folded in neat squares. If you are storing them for a long period of time, also be aware that wool pocket squares could be in danger of being eaten by moths. For a safe option that will leave them smelling great, consider investing in a small cedar wood box.
Alright, so now you’ve decided to wear a pocket square, and you’re informed about many of the how’s and why’s – but what fold do you choose?

V. Fashionable Folds for your Pocket Square

Now that you’ve decided to join the ranks of the most dapper-dressed gentlemen at the office and on the red carpet, you may be wondering what exactly to do with your pocket square? For, of course, one does not simply stuff this carefully chosen fabric into one’s breast pocket. The pocket square must fit neatly inside, and not leave a bulge. The edges visible to the world must not be a disorderly series of wrinkles, but rather a fine, elegant arrangement.

There are many ways to fold a pocket square, and if you’re a creative sort, you may even invent your own version of traditional styles. Do remember, of course, to adapt your fold to the occasion – perhaps you may need to be more reserved at certain events, and more eye-catching at others. Here is a list of the most tried-and-true pocket square folds, with links to helpful tutorials. Whether you’re traditional, or a more audacious fellow, you’re sure to find something that fits your taste:

1. **The Straight Fold, also called The Presidential Fold**: Count on this classic, sober fold to give a sleek, professional, and not too flashy look. [Here’s how to do it.](#)
For a slight variation, try **the TV Fold**, (the top of the pocket square is diagonal to the top of your breast pocket) - the perfect way to hint to the world you’re not quite as straight-laced as you might appear.

2. **The One Point Fold**: Still in the realm of the understated, but already showing a little more square, this fold is what it sounds like: some of your pocket square will emerge, in one elegant point. [Here’s how to do it.](#)

3. **The Two, Three, or Four Point Fold**: Let’s gradually enter into bolder territory, gentlemen. Each of these folds builds on the one before it, becoming more elaborate. You can find a how-to for **the Two Point Fold** [here](#) (scroll down to Fold #3); one for **the Three Point Fold** [here](#) (scroll down to Fold #4); and a **Four Point Fold** tutorial [here](#).

4. **The Cagney**: If you like the Four Point Fold and want to take it a little farther (by doing it in reverse), the Cagney, named after silver screen star James Cagney, is a worthy choice. [Here’s how to do it.](#)

5. **The Puff Fold**: Maybe sharp edges aren’t your thing. In that case, we suggest you try the Puff Fold, which suggests your softer side – or just provides a welcome visual contrast from the straight lines of your suit, collar, and cuffs. [Here’s how to do it.](#)

There is a more rakish variation of this fold, called **The Cooper**, in honor of our man Gary. [Here’s how to make this more relaxed puff.](#)

6. **The Reverse Puff**: Perhaps you’re feeling a bit bohemian today. Perhaps you want to stand out from the crowd more than you do already. May we suggest the Reverse Puff, which will make your pocket square emerge from the breast pocket like an eye-catching (yet still dignified and manly) exotic flower of sorts? [Here’s how to do it.](#)

7. **The Astaire**: Fred Astaire had a lot going for him. In addition to being a great dancer and showman, he was a sharp dresser. So sharp, in fact, that he’s one of the three classic Hollywood legends who’s given his name to a pocket square fold. Like its namesake, the Astaire is bold, yet still perfectly respectable in polite company. If the audaciousness of the Reverse Puff seems a little too much, this fold is a great, more controlled alternative. [Here’s how to do it.](#)

8. **The Straight Shell**: Take the concept of these sculptures of the sea and put it in your breast pocket…in the form of your pocket square fold, that is. [Here’s how to do it.](#)

For a less vertical look, read the information on **the Diagonal Shell Fold**, just below its more rigid brother.
Before you seek out the pocket square or squares of your dreams, here’s one more thing you may want to consider:

VI. What your pocket square color says about you

Wearing a pocket square is a way to give a message to those around you: you are not a conventional man in a suit, but a discriminating gentleman with a creative, dapper streak. The color you choose for your pocket square, as well as how you fold it, can send additional signals.

For example, say you’ve decided on a white square. This color choice, dating back to the pocket square’s origins, might suggest that, though you can be sartorially bold, you also appreciate tradition and order. On the practical side, a white square also goes with any suit or tie. Now, say you’ve chosen a classic, simple fold, like the straight, TV, or one-point. This can continue that traditional message. But if you want to stir things up a bit, perhaps you might choose the puff or reverse puff.

In the world of professional and formal attire, color theories abound. For example, blue is generally considered a cool, calming, and somewhat conservative shade. Red is a common color on ties and pocket squares, but its warmth and brightness makes a more notable mark. Its
association with anger and passion may even give a hint of your strong will and ability to fight for what you want. Black has also long been considered conservative, professional, and typical – but in recent years, it all depends on how you wear it. In addition to using a more elaborate pocket square fold, you might choose a skinny tie (à la those fellows from “Reservoir Dogs”) for a look that’s truly eye-catching.

Other colors are more unusual unto themselves. Pink often suggests your softer side. Green brings to mind spring, growth, or prosperity and goes nicely with a brown jacket. Yellow gives a splash of color to an otherwise dark ensemble. In some cases, as when paired with light blue, it can suggest approachability and friendliness. Paired with the right fold – say something a bit eccentric or elaborate -- it can hint at your unique, artistic nature. In fact, according to this study, green, purple, and yellow are three colors that most frequently suggested creativity to people conducting job interviews.

And then there’s orange. Orange is the lonely color – nothing rhymes with it, for one thing. While it’s also among the colors that suggest creativity, an orange tie or solid orange pocket square may seem a bit too loud, or even, as that same study reveals, unprofessional, in certain people’s eyes. But if employed with reflection, it can show that you’re not afraid to make a statement, and even perhaps that you are a modern-day dandy. We suggest using orange as an accent color: choose a patterned pocket square that features the bold shade, rather than a solid orange one. Or, fold a solid orange pocket square in a more traditional way, so that it compliments the orange patterns on your tie, but still stays a bit subdued.

Ultimately, though, while colors and folds may give off certain impressions, the most important aspect of it all is you, good sir! Wear your pocket square of any color with confidence and ease, and you are sure to make a lasting mark on anyone whose gaze falls upon you.
PART II.
SUITS
The suit is the foundation garment of professional men’s attire. Or, if you’re pocket square-obsessed like us, you could say it’s the house for your pocket square. Here’s some advice to help you upgrade that functional house to a luxurious, eye-catching mansion.

VII. What to know when buying a new suit

Buying a new suit can be an exciting, yet daunting, enterprise. Whatever your budget, of course you want to look fantastic. The good news is, this is completely possible, if you know what to look for. Here are some things to keep in mind:

1. **Sleeve length.** The cuffs of your jacket should fall to your wrist. Shorter or longer will likely just look silly. Also, when choosing shirts, make sure that their cuffs are longer than your jacket’s – shirt sleeves should generally come to the start of the palm of your hand. The idea is that when wearing your jacket, you’ll reveal a quarter- to a half-inch of shirt sleeve every time.

2. **Trouser length.** Trousers should start at your waist and end at the top of your shoe in the front. The bottom of your trousers can be ever-so-slightly longer in the back, but they should always stay safely above the heel of your shoe. After all, you want to walk *in* them, not *on* them.

3. **Dress for your body type.** If you sometimes have trouble admitting you’re a little short, or stout, or could be knocked over with a feather, suit-shopping day is the day to get real. Choosing a suit cut because it’s trendy or the most common is a very bad idea. Remember, the better a suit
fits, the more you’ll impress those people you need to impress – not to mention the more comfortable you’ll be, yourself. So take a minute, put that jacket on, and take a hard look at yourself in the mirror. Do the jacket’s shoulders perfectly cover yours? If not, take it off and try on another one. If the shoulders fit, does the material sit flat across your chest, with neither straining nor bulges? If so, you might be on to something. Now, check that you can stick one finger between your neck and the collar.

Once those basics have been figured out, look at the jacket length. Short jackets are all the rage right now, but like most trends, alas, this look doesn’t work for every body type. If you’re not slim and trim, or if you just want to look timeless, rather than on-trend, go for a jacket that covers your backside.

Hopefully all this has helped you find your jacket. But wait – we’re not done yet! Now try on the trousers. Remember what we said about length in tip #2. Trousers also shouldn’t have too much material in the legs, especially if you’re short or a bit rotund, as this will make you look even more so, and will give just about anyone a sloppy appearance. Trousers should sit as smoothly as possible, but of course still be comfortable. Move around in them a bit to make sure they’re not too tight between the legs.

If you’re an especially bold fellow, and want to celebrate the renaissance of the three-piece suit, remember that a vest should fit snugly, while still not looking strained, and should fall to your belt.

4. Tailors are your friends. As these sizing issues may make clear, the very best kind of suit to buy is a bespoke one. But if you’re a gentleman on a budget, fear not! As long as it basically fits and isn’t too small (tailors aren’t known for adding material), you can take a store-bought suit to a tailor for adjustments. This helpful article gives excellent advice on how to tell when a suit simply can’t be salvaged, or when a tailor can make adjustments to it.

With these tips in mind, go forth, good gentleman reader, and find the suit that will make you catch eyes and hearts everywhere!

After reading this, you may feel like a suit expert. But here are a few more tips, and some vital points to remember:

VIII. Some do’s and don’ts of suits

As much as fashion is about following rules, it’s also about breaking them. Still, it’s always good to have a foundation. And it is with that in mind that we give you this list of some basic do’s and don’ts when it comes to suits:

- Don’t buy a style that isn’t right for your body type. No matter how stylish short jackets are right now, for example, they will simply never be flattering to certain body types. For the lowdown on how to buy a suit that fits you like a glove, have a look back at the last chapter.
● Don’t pass up tailoring. If a bespoke suit isn’t in your budget, that doesn’t mean you can’t still look great. It’s perfectly okay to buy a suit off the rack, making sure it’s reasonably within your size range (that is, the shoulders fall where your shoulders are, and it’s not too tight or short anywhere), and then take it for tailoring. A tailor will make any necessary adjustments for a reasonable price. Even if your budget is tighter than an ill-fitting suit, don’t be afraid to at least go ask how much they charge. You’ll probably be pleasantly surprised…and soon you’ll have a suit that fits you perfectly.

● Don’t buy a suit with sagging shoulders. Even if you go to a tailor to fix the way the suit fits, there may not be not much they can do if the shoulders don’t fall where yours do. If there’s only one thing you check when you try on a jacket (and actually, there are a few more – go back to the last chapter for all of them), make it the shoulders, for the love of all that is good and right in the world!

● Do try to vary materials. If you can afford more than just the basics, why not change up the material your suit is made of? Tweeds and even certain stylish corduroys are great for winter, and a linen suit can be a godsend in the summer heat.

● Do consider the grey suit. Although black is the most common color choice for suits today, consider dark grey, at least as the color of your second suit. Dark grey has a timeless feel – think of how many men in classic movies and TV shows are decked out in it. It will make you stand out in a crowd of black-suited peers, and at the same time, you’ll show impeccable style.

● Do accessorize. No matter how sharp you look in your suit, the right accessories can make you look even sharper. Pay attention to the color of the tie you choose, or why not add a pocket square? Colorful or patterned socks can also be a fun touch – just make sure you don’t look ridiculous. Stick with geometric patterns, not motifs like cartoon characters or little hearts or such. As for your pocket square, the general rule is to make sure it complements your tie, but is not the same exact color or material. Remember also not to over-accessorize: if you choose a tie pin, for example, you should probably forego the pocket square.

In fashion, some rules are made to be broken. But these should generally give you a good foundation that will help you look great any time you put on your suit!
The Art Of The Pocket Square

So now you’ve got a perfect suit or two – but how to make it more intriguing? Read on....

IX. How to make your suit more exciting

Sometimes no matter how good you look in your suit, it isn’t enough. You want to show a little more character. Luckily, there are lots of ways to accessorize a suit. Here is a list of some accessories that can add real pizzazz to your work wardrobe, with a few things to keep in mind for each:

**Shirt:** Everyone goes with a white shirt, so why not try something a little different? Whether you dip your toes into the waters of boldness with a light blue, or get a little crazy with a bright orange or a bold geometric pattern, changing up your shirt color, at least once in a while, will get you noticed.

**Tie:** The tie is probably the item of clothing most men in a suit use to express themselves. There are countless styles out there, and if you’re in doubt, a black tie on a white shirt is the classic go-to solution. But may we suggest an interesting pattern brought out even more by a pocket square? Of course, there’s more to a tie than just color. Width might be a consideration – but think long and hard. The general rule is that a tie should be between 3 and 3.5 inches at its widest point. But there is a retro charm in skinny ties, too…. Whatever you choose here, make sure your look comes together, and that you wear it with confidence. That is the essential. And also,
try to stay away from joke or novelty ties. No matter how confident you are (or how funny you think the tie is), they don’t really tend to leave an impression of stylishness on anyone.

**Tie pin**: An accessory that isn’t widely seen today and one that always gets noticed. From a subtle, straight bar, to something more elaborate, there’s a wide range of tie pins to choose from. Make sure that you wear yours with confidence – and remember that it shouldn’t be too over-the-top in a professional or formal setting. If you wear a tie pin, also bear in mind other jewelry-type items you’ve got on: too much bling can look a bit tacky, so choose prudently. You should also consider where you want to draw the eye. A pocket square coupled with a tie pin might just be too much going on around your upper and mid-torso, so think about choosing one or the other.

**Socks**: The basic answer is always solid black. But why not have a little fun, and still look stylish? A pair of solid red or yellow socks, for example, can add an occasional, unexpected flash of color when you’re sitting at your desk. Be sure your socks are in impeccable condition, and that they don’t have anything silly (cartoon characters and the like) printed on them. And of course, if you’re going the unusual socks route, make sure they compliment your tie, shirt, and/or pocket square – don’t just put on a randomly chosen pair.

**Pocket square**: Quite possibly our favorite way to accessorize a suit. Whether you choose a solid color or a pattern, the key is for the pocket square to compliment your tie, not mirror it, so don’t choose the same solid color/fabric for both. There’s an incredible range of pocket squares out there, making for a wide selection of materials and patterns or colors. If you haven’t already, check out the chapters on pocket squares; they’ll help you find the square that’s perfect for you.
PART III.
THE POCKET SQUARES QUIZ
Think you’re an expert on one of the most fashionable accessories around? Take our quiz to find out! You’ll find the answers after the last question.

Pocket Squares Quiz

1. Where did pocket squares originate?
   a. 19th century Europe
   b. Ancient Egypt
   c. The Industrial Revolution
   d. The beginning of the 21st century.

2. Which of these actors does NOT have a pocket square fold named after him?
   a. James Cagney
   b. Gary Cooper
   c. Fred Astaire
   d. James Stewart

3. Which of these folds is the most elaborate?
a. The TV fold
b. The Reverse Puff
c. The Presidential
d. The Two Point Fold

4. Which of the following is something most fashion experts say you should NEVER do?

a. Wear a solid-colored tie and pocket square that are the exact same fabric and color
b. Fold your pocket square
c. Wear a patterned pocket square
d. Match your pocket square to a color in your tie

5. Which of these pocket square fabrics can be machine washed?

a. Silk
b. Cotton
c. Wool

6. What should you ideally do to most pocket squares?

a. Dry clean them
b. Steam clean them
c. Iron them
d. Never wash them

7. Which of these is a pocket square faux-pas?

a. Using your pocket square to wipe your nose or any other part of your body
b. Not lending your pocket square to a friend
c. Folding your pocket square in a unique way
d. Using your pocket square to highlight a particular color in the pattern of your tie

8. Which of the following men’s fashion icons probably never wore a pocket square?

a. Carey Grant
b. Lord Byron
c. Jay Gatsby
d. Justin Timberlake

9. Why did the man from question #9 never wear a pocket square?

a. He had/has a lifelong phobia of handkerchiefs.
b. He couldn’t/can’t afford one.
c. Pocket squares weren’t in style, or even officially “invented” at the time.
d. He had one once, but it was stolen by a vengeful lover.
10. Which of these is the simplest pocket square fold?

a. The two point fold  
b. The straight shell  
c. The puff fold  
d. The TV fold

11. What is an inarguable reason not to wear a pocket square?

a. I’m not sure how to fold one.  
b. I don’t think I can afford one.  
c. No one else I know wears one.  
d. My suit doesn’t have a breast pocket.

12. In workplace fashion, which color was associated with creativity, according to a recent study?

a. Red  
b. Black  
c. Purple  
d. Pink

13. In which movie or TV show do NONE of the main characters’ suits feature pocket squares?

a. “Mad Men”  
b. “Reservoir Dogs”  
c. The 1960’s version of “Ocean’s 11”  
d. The 2013 version of “The Great Gatsby”

14. What era could be considered the golden age of pocket squares?

a. The 1850’s-1870’s  
b. The 1900’s-1920’s  
c. The 1970’s-1990’s  
d. The 1920’s-1960’s

15. What does it take to wear a pocket square?

a. A sense of style  
b. Moxie  
c. Confidence  
d. All of the above

Answers: 1. a (Although the handkerchief has ancient origins, it wasn’t until the development of the modern suit that the pocket square was even a possibility) 2. d 3. b 4. a (Of course, there are some men who have pulled this off – rules are made to be broken.) 5. b (Always check the instructions on the label or with the vendor for exactly how to go about it.) 6. c 7. a 8. b 9. c 10. d 11. d 12. c 13. b 14. d 15. d.
Some parting words

Well, here we are at the end of our little guide. From pocket squares’ beginnings, to navigating the pleasures and potential perils of our present-day pocket square renaissance, we hope it’s answered all of your most pressing questions, as well as filled you in on those things you’ve always wanted to know about suits but might have been afraid to ask.

Our heartfelt good wishes for the next step: getting out there and finding the pocket square or squares for you! What colors and fabrics are you going to choose? What folds? We’re excited about what lies ahead, dapper friend!

In your search for the perfect square, feel free to browse Glamorous Pochette’s online boutique. We’ve scoured Moroccan markets for unique patterns you won’t see on pocket squares anywhere else.

Pocket squares are a way for you to express yourself, to give your look that little bit extra. Let your square be a message to the world about who you are and what you stand for. We can pretty much guarantee you’ll attract admiring looks – and maybe a lot more!
About Glamorous Pochette Company

Founded by coach, stylist, and men’s fashion blogger Kamal Jahid, Glamourous Pochette was born from a revelation: At his 27th birthday party, Kamal looked around and realized that most of the suits in the room – including his own at the time – were missing something. That something was a pocket square.

Harkening back to a glamorous, golden age in men’s fashion – the 1920’s to 1960’s - pocket squares, or pochettes de costume in French, are being reborn today. And understandably so. For even the finest tailored suit could still use a little flourish, a little something extra. A pocket square is a perfect way to express some personality – or just to add that special flair to an already outstanding ensemble.

Kamal not only became a convert to wearing to pocket squares; he decided to create them himself. But not just any fabrics or patterns would do. He returned to his native land of Morocco with his team to scour the markets of Marrakesh, Casablanca, and Rabat for unique, bold, breathtaking patterns in cotton, linen, and silk. Made of high quality materials in a place whose
people have a long history of cherishing interesting fabrics and motifs, these are patterns no one has thought to use for pocket squares, ones that will make the wearer turn heads.

**Our Mission and Vision**

Our pocket squares are unique and intriguing, just like the people who wear them. Each one tells a story, or carries strong ties to a particular place or moment. Our Moroccan Golden Dragon pocket square, for example, is inspired by Moroccan wedding dresses.

When you wear one of our pocket squares, you take these stories and transform them into your own. Our mission is to add a glamorous touch to any wardrobe. We create pocket squares that draw people’s eyes, get them talking, and help the wearer leave an unforgettable impression in his wake.

**Where To Find Us**

Our pocket squares’ origins lie in Morocco, and, as our bilingual name suggests, are influenced by places around the world. But Glamorous Pochette’s heart is also in Warsaw. Quickly becoming a major force in fashion and the arts, Warsaw never stops inspiring us. We’ve delved into the local fashion scene, and our pocket squares have been eagerly embraced by the community. Our clients include media personalities, artists, businesspeople, and politicians. Our pochettes are featured at Pure Skyclub, the city’s premiere business club.

Thanks to our website, you can be among these exciting, fashion-forward clients. We ship around the world, so wherever you find yourself, you’ll be able to have a unique addition to your favorite suit sent right to your door.

The names of our squares often evoke different locations that have inspired us. When you put one of our squares in your pocket, we know it will inspire you and the people around you, too.

**Welcome to:**