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First Things First in Men's Clothing

Ivan M.C. Chen Ph.D.



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Everybody knows that first things come first but few men know what the first things are in men's clothing. Most men waste much of their time and effort buying the wrong articles of clothing because they are looking for the wrong things. Here are some examples. 1) Most consumers believe quality garments wear better and last longer, but they have no clear ideas concerning how to judge the quality of products. So, they buy expensive clothing or buy whatever famous designers make. 2) The vast majority of consumers want to buy a tie that looks sharp, beautiful or fun. They also want the tie to match their jacket, shirt and slacks. The tie looks sharp, but the wearer is not. Most men never realize that the primary goal of men's clothing is not to look pretty or handsome. 3) Many men buy fancy suits and have the suits altered incorrectly or send the suit to a dry-cleaner regularly to have the suits damaged by chemicals or by over-pressing. The mistakes can be avoided if consumers know how to put the first things first. If a man buys everything he wears according to his face, he will have less to worry about which articles of clothing coordinate well with other clothing items. If a man buys the right size clothing according to current standards in the industry instead of the brand name or price tag, he will have less to worry about whether his clothing items will wear better and last longer. This book lists a number of first things that consumers should know when shopping and wearing men's clothing. Once they set their priorities straight, they will find it difficult to buy and wear the wrong articles of clothing. They will also find it easier to buy what they need or want.

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