

# Make Over MY MAN!


A hilarious new book by manthropologists Ellen Rakieta and Anne Coyle zeros in on male style crimes.

Does your guy wear  with ?

Does he complete the look with a  and carry his incidentals in a ?

Does his  say something idiotic, and is his hair growing in unfortunate

places ? Time for an intervention.

Inspired by *Undateable* , a wickedly funny

new guide to the style mistakes men make , O takes on five self-sabotaging guys—

nominated by the women who love them—and

shows them how to look more .

FROM TOP, LEFT TO RIGHT: TIM MACPHERSON/GETTY IMAGES; RAFAEL ANGEL IRUSTA MACHIN/ALAMY; RON CHAPPELLE STOCK/ALAMY; ANDY CRANFORD/GETTY IMAGES; JUSTIN PUMPREY/GETTY IMAGES; COURTESY OF RAKIETA AND COYLE; GOODONPHOTOGRAPHY.COM; WIREIMAGE/GETTY IMAGES.



Goodbye, Grizzly Adams; hello, cool guy. "I think we just changed your life," says coauthor Ellen Rakieta.

## Lose the Slacker Look

Robb Tennant, 29, with girlfriend Jacqueline Nicholls



→ **BEFORE:** Too much facial hair is one of *Undateable*'s main deal breakers. But for Robb, a musician with the alternative-folk band Rooftops, not shaving was a symbol of mourning based on Jewish ritual: His mother died five years ago, and he found it tough to move on. Robb's teenage clothes also needed to evolve. "I'd like him to look more clean-cut and sophisticated," says girlfriend Jacqueline, a fashion designer.

→ **AFTER:** "From Amish farmer to Robert Redford!" raves Anne Coyle, coauthor of *Undateable*. The suit (J.Crew, \$366) is slightly rumpled, so he looks hip, not stiff, and his shoes (Florsheim by Duckie Brown) are worn sockless. Contacted a month after his transformation, Robb reports a "92 percent positive response" to his absent beard (just like a guy to quantify): "I expected teasing and jabbing, but people are surprisingly supportive." Shirt, Brooks Brothers, \$80. Tie, Ralph Lauren Purple Label, \$135. On Jacqueline: Dress, Kate Spade New York, \$395. Earrings, Helen Ficalora. Bracelets, House of Lavande, CC Skye. Shoes, Stuart Weitzman. ▶



On a scale of one to ten, how does he look? Him: "Twelve."  
Her: "Twenty!"



## Shape Up Your Suit

Max Smith, 32, with friend Tessa Jean



→ **BEFORE:** "I got into a rut," confesses Max, a paralegal. More like a mire—witness the boxy, too-big polyester suit, deplorable tie, and overly sculpted facial hair, including soul patch. "I tell him, 'Max, you're Ivy League material. Play the role!'" says Tessa, a nurse who is Max's best friend and style adviser.

→ **AFTER:** "He has a sense of pride that was missing before," says Anne. In a perfectly cut pearl gray suit (Phineas Cole), Max projects the authority he needs for court appearances, yet he doesn't come off as too conservative: There's wit to the mix of striped shirt (Brioni, \$595) and polka-dot tie (Ermenegildo Zegna, \$170). "Oh my gosh, he looks amazing!" Tessa cries. "I knew he could rock it!" Shoes, John Lobb. On Tessa: Jacket, Madeline Weinrib. Blouse, Kate Spade New York, \$195. Jeans, Prvcy Premium, \$194. Necklace, Stephen Dweck. Green pyramid ring, Kara by Kara Ross. Ivory ring, House of Lavande. Shoes, Christian Louboutin.

“Why was he covering up all that potential?” says Anne Coyle.

## THE WELL-GROOMED GUY

- **WHERE'S YOUR FACE?** Don't let your hair, mustache, or beard just grow (and grow and grow). We love you natural, but not that natural. Three words: Get a trim.
- **IS THAT PAINTED ON?** But you don't want facial hair that's too worked-over, either. Looks finicky, as if you spend hours on it each day.
- **HAIR ELSEWHERE.** Get rid of the unibrow and trim any bushy excess, especially those long white sprouters, says brow doyenne Eliza Petrescu. Nose hair should be clipped short. Ear hair can be hard to see on yourself, so get a pro to snip.
- **NO TALONS.** Clip nails weekly, and keep a nail brush in the shower—daily scrubbing gets rid of dirt and dry skin.
- **DRY IS FOR MARTINIS.** Skincare is mostly about moisturizing, says grooming specialist Vaughn Acord. Before going to bed, splash cold water on your face and apply inexpensive aloe gel, available at any health food store.



## Ditch the Jeans

Leif Erik Vik, 45, with girlfriend Susie Earls



→ **BEFORE:** Baggy. Light-wash. Worn waist-high...these are just some of the denim felonies committed by custom builder Leif. He dresses as if he lives on a construction site—which is where he met his girlfriend, Susie, an interior designer. “He has this wonderful rustic appeal, but he owns way too many ‘cozy’ clothes,” she says. “He needs a more diversified wardrobe.”

→ **AFTER:** “He looks fantastic, like an Italian aristocrat!” says Anne. Less facial hair—less hair in general—reveals Leif’s gorgeous face and innate elegance. But he’s still rough-hewn enough that the red pants (Jay Kos, \$295) and yachtsman’s blazer (Polo Ralph Lauren, \$1,195) don’t seem too country club. “I’d wear this for an event,” he says. “If I walked into the lumberyard, the guys would go, ‘Whaaat?’” Shirt, Ermenegildo Zegna, \$325. Pocket square, Boss Black, \$30. *On Susie:* Jumpsuit, Luca Luca. Earrings, Cara Croninger. Cuff, Aurum Vitae by Tam Tran. Ring, Coomi. Shoes, Bally.



“He went from a retired guy who had given up to a dashing, confident man,” says Rakieten.

### THE MISTAKE-PROOF CLOSET

A shopping guide for guys—or the women who dress them.

- ❑ **Sport jacket** (navy or camel hair).
- ❑ **Gray suit** (one- or two-button, fitted shoulders, flat-front pants).
- ❑ **Long-sleeved button-down shirts** (J.Crew is good).
- ❑ **Crisp white dress shirts.**
- ❑ **Polo shirts** (trim fit and free of embroidered logos).
- ❑ **Gray V-neck cashmere sweater.**
- ❑ **Khakis** (no pleats).
- ❑ **Dark-wash straight-leg jeans** (we like Levi's).
- ❑ **Boxer briefs or boxer shorts.**
- ❑ **Two plain-buckle belts** (one black, one wider brown for casual wear).
- ❑ **Classic watch** (buy the nicest one you can afford).
- ❑ **Everyday sneakers** (Stan Smith, Rod Laver) to wear with jeans, khakis, or cords. Save athletic shoes for when you're actually working out.
- ❑ **Flip-flops** (surfer style from Reef).
- ❑ **Black lace-up shoes.**
- ❑ **Chelsea boots** (that come above the ankle bone) or brown leather slip-ons (wear only with casual pants).
- ❑ **Outerwear jacket** (anorak or windbreaker style) that works for all but the coldest weather.



### Get More Coordinated

James Taylor, 64, with daughter Leia Taylor Ward



→ **BEFORE:** A former homicide detective, James used to go to work in custom-made suits. But since retiring ten years ago, he admits, “Maybe I’ve fallen back in that area.” Daughter Leia is blunter: “I ask him, ‘Dad, did you get dressed in the dark today?’” Among her gripes: bulky pleated pants, a tucked-in sweater, a baseball cap, and a cell phone holster where he once carried his gun.

→ **AFTER:** A refined version of the casual comfort James likes—light-colored, well-fitting clothes (sweater, Christopher Fischer, \$1,175; pants, Isaia, \$425)—show off his excellent physique (“I can do 100 push-ups in five minutes”). And he’s lost the droopy mustache. “He looks like a million bucks!” Leia says. “Now he has to toss his old wardrobe and go shopping.” Belt, Maison Martin Margiela. Watch, Hamilton. Shoes, Tommy Hilfiger. *On Leia:* Dress, Elie Tahari, \$448. Earrings, Janna Conner Designs. Necklace and ring, Kara by Kara Ross. Cuff, Tory Burch. Belt, Hobo International. Shoes, Christian Louboutin.

GROOMING: VAUGHN FOR MIZU NEW YORK, MIZU, NYC; 212-688-6498; MIZUFORHAR.COM. EYEBROWS: ELIZA PETRESCU FOR ELIZASEYES.COM. ELIZA’S EYES, NYC; 800-393-2759; ELIZASEYES.COM. BRITESHILE/BRITESHIN PROVIDED 1 HOUR WHITENING TREATMENT; BRITESHILE.COM FOR MORE INFORMATION. UNDATEABLE BY ELLEN RAKIETEN AND ANNE COYLE; \$15; AMAZON.COM.

“A bit of casual stubble keeps him in rocker territory,” Coyle says. “He still looks like himself—just a whole lot better.”



### Show Your Nice-Guy Side

Frank Coleman, 50, with wife Bambi Everson



→ **BEFORE:** “He is the kindest man on the planet, yet he terrifies young children at first glance,” says Bambi of her husband and third-grade sweetheart (they reunited online after 35 years), Frank, a punk-rock drummer with the bands the Bentmen and the Dead Ramones. Maybe it’s the “skullet” (bald head plus long hair), or the monster-movie tee, or the grubby black jeans. “I shop only at gunpoint,” says Frank.

→ **AFTER:** Rebel without flaws! “It shows confidence to go completely bald—there’s nothing sexier,” says Ellen. And now that Frank’s beautiful blue eyes stand out, Bambi hopes his gentle soul will also be more apparent. Wardrobe elements are similar to his former daily uniform, but softened: a shawl cardigan (Gap, \$70); French fisherman’s top (Saint James, \$65); dark-wash jeans (A.P.C., \$165). Sunglasses, ICU Eyewear. Boots, The Frye Company. *On Bambi:* Dress, L.L. Bean Signature, \$79. Silver bangle, Robert Lee Morris. Wood bangle, R.J. Graziano. Ring, Kara by Kara Ross. *For details see Shop Guide.*

HAIR: GEORGE ORTIZ FOR TRESME/CONTACTNYC. MAKEUP: SUSAN MCCARTHY AT PHOTO OP MANAGEMENT FOR GIORGIO ARMANI. SET DESIGN: SERGIO ESTEVES FOR IGROUP. MANICURE: ROSEANN SINGLETON FOR ART DEPARTMENT. ALL BEFORE PHOTOS: SARRA FLEUR AROU EL HA/STUDIO D. FURNITURE, ABC HOME.