

Business on the Beach

What to Wear to a Summer Meeting

As the season turns its page to spring, we begin to follow the warm weather wherever it may take us, in hopes that the summer breeze will drag us all the way to the South of France. We know that for the working man business never ends, so what could be better than keeping your significant other happy by the beach, and running into the clients you've been chasing for the last few months on your way there?

There are many elements to preparing for the casual "romantic" business getaway, and choosing where to go is only the easy part. When it comes down to choice of clothing, it gets a lot more complicated. From impressing your partner, to running into your in-laws by their summer house, to closing the deal that will land you your well deserved promotion; the key is the etiquette coming from your self exalted aura of an unaware ego. From top to bottom, you must look like the perfect man to fit all of these shoes.



Loro Piana
Summer walk
suede loafers

An outfit too casual may cost you a business deal, but too formal will make your in-laws think you're uneducated. In this case neither over nor underdressed are acceptable. So let's cut to the core; it's time to de-stress the dress code. Let's talk summer business casual.



Fedeli
Steve Polo Shirt in
Ginza Cotton Piquet

To begin with, pick a shirt. Although sounding simple, this is a crucial part of the process. Your cutaway collar shirt must be linen, or pique cotton. The formal cuts with casual cloths will provide you with the right window of opportunity to be neither under nor overdressed. The colour choice is dependent on character, but white for summer is always safe. For the more advanced of colour coordinators; a nice, light tone of Mediterranean blue always does the trick.

If opting for long trousers, well fitted chinos are the only choice. Make sure to leave your belt hoops in the winter, and look for those with side adjusters for an extra touch of comfort and elegance.

Shorts are for once an acceptable option for your ocean side rendezvous. It is essential to stick to a block colour, as patterns imply swim trunks. The trick is that solid coloured swim trunks look just as good as tailored shorts, with an added sense of comfort. To keep it looking put together, dark tones are the easiest choice. Although you will be wearing swim shorts, the block colour will make a seamless transition towards your shirt; making the look come across very smart, yet still casual enough to sport in the heat. Try a standard swim trunk with elasticated sides to ensure a fit that works with every body type. This will permit you to indulge in your dessert after dining, ensuring that there are no love handles in sight...



Frescobal Carioca
Sports swim shorts
in short leg