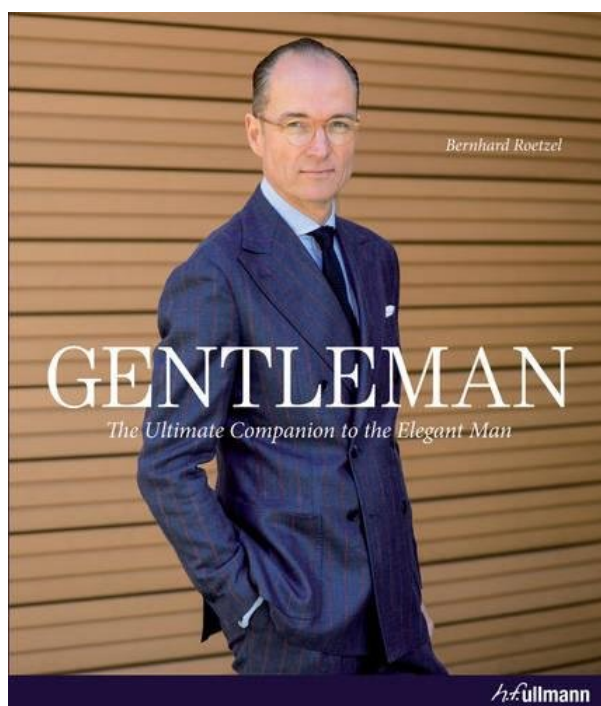
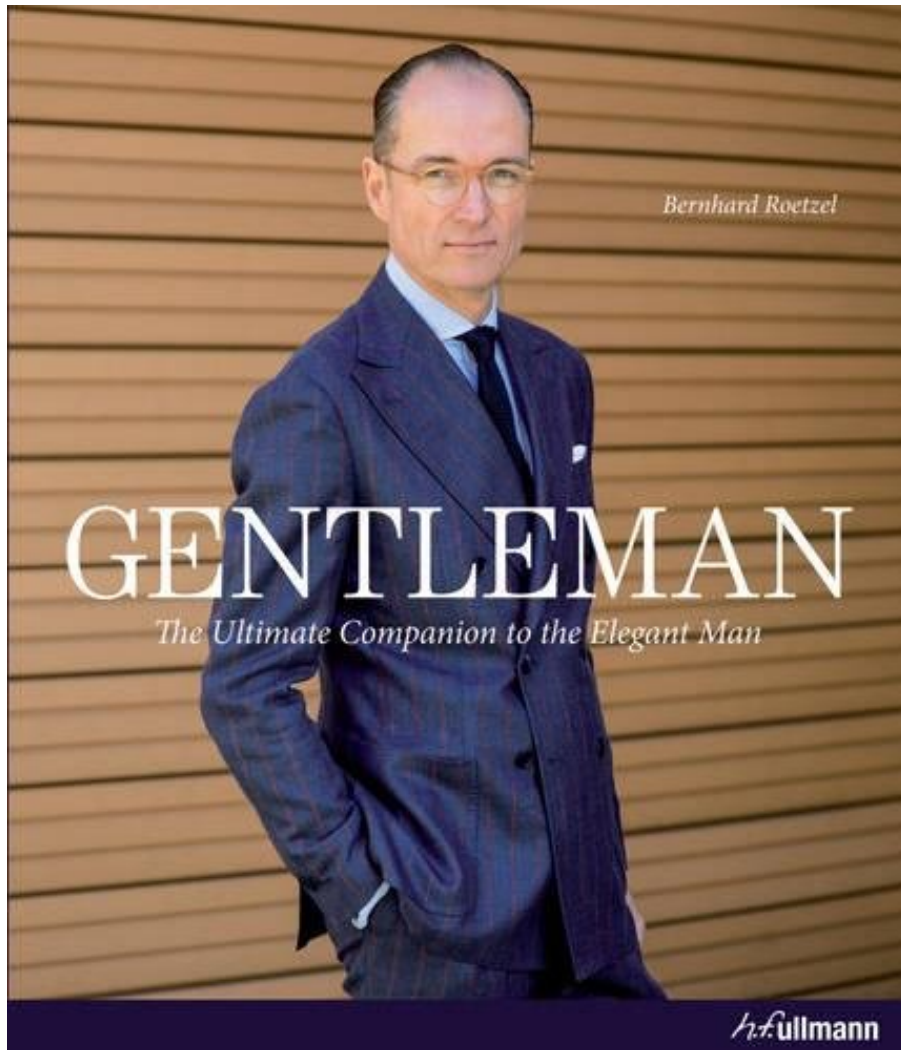


GENTLEMAN: THE ULTIMATE COMPANION TO THE ELEGANT MAN BY BERNHARD ROETZEL



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Review

Now available in a newly updated edition, **GENTLEMAN: A TIMELESS GUIDE TO FASHION**, is like having the best features from the pages of **ESQUIRE**, **GQ** and the like all collected into one hefty, Handsome Volume.

I've never heard of "male fashion expert" Bernhard Roetzel, but then again, I'm someone whose shaving cream comes out of an aerosol can, which, as it turns out, is servicable while on the go, but not necessarily the daily ideal. Ah, well. He obviously knows his stuff, and that stuff comprises a little more than 350 thick, full-color, crisply designed pages.

Part tutorial, part celebratory, **GENTLEMAN** covers all men's fashion issues, literally from head to toe. From styles of underwear and the joy of custom-made suits to stuff I don't even think about much less own like umbrellas and handkerchiefs, the book schools you on all you need to know about becoming a sharp-dressed man.

Oh, one sticking point: You'll obviously need a healthy salary or well-stocked trust fund to pull this stuff off. That's not me, but a man can dream, can't he? That may be why I'm more attued to the brief essays that wax nostalgic over getting a good haircut at the old-school barbershop or the usefulness of a pocketknife.

One can't take all of Roetzel's words as gossip not when the virtues of cigarettes are extolled but all that's missing from this book are sample cologne strips. --Rod Lott Blog:Bookgasm.com

About the Author

Following his studies in design, Bernhard Roetzel was first a copywriter and creative for advertising agencies in Frankfurt and Hamburg, as well as a script editor for a television company. He has been involved in the world of classic menswear for more than 15 years. He holds talks and seminars on questions of style.

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A self-confident demeanor, excellent manners, and carefully chosen quality garments are the distinctive signs of a true gentleman. Paying tribute to the latest evolutions in fashion and style, this thoroughly revised edition of Bernhard Roetzel's tried-and-tested guide is set for the man of the twenty-first century.

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Most helpful customer reviews

95 of 98 people found the following review helpful.

Essentially the same book as Gentleman's Guide

By cxlxmx

If you search for Bernhard Roetzel on Amazon, you will find several books that look very similar but not quite the same, including Gentleman's Guide to Grooming and Style (also in hardcover), Gentleman: A Timeless Fashion (with a red cover), and Gentleman: A Timeless Guide to Fashion (with a pinstripe cover). I was confused as to whether these were revised and updated editions, re-printings, or what, so I ordered them all. Here is what I found.

Roetzel is a German who makes a living writing about style for outlets with which I am generally not familiar. For some reason, he writes about English style. Of course, Germans--that is German nobility, or German "gentlemen"--had their own styles at one time. Just as there was an English suit and an Italian suit, there is or was a German suit, and some style choices that were considered faux pas in England were acceptable in Germany and vice versa. Perhaps this is no longer the case, but whatever the situation, Roetzel is a German Anglophile and he writes about English style. Accordingly, the first book seems to have been a 1990s-era German book called "Der Gentleman" (I don't have this one) a guide for Germans to the English gentlemen.

Der Gentleman was then translated into English as "Gentleman's Guide to Grooming and Style." With typically German thoroughness, Gentleman's Guide provides a very complete and detailed guide to the clothing and toileting of an English gentleman. Methodically arranged and well-illustrated with high-quality photos, Gentleman's Guide is somewhere in between a coffee-table book and a reference book. You will find out not only about different types of shirt collars but also see beautiful photos of a typical English breakfast and find advice on what to wear when riding horseback. The only thing comparable I have found are Alan Flusser's books, but they are not quite the same. Flusser is focused on educating the reader to be aware of when buying a suit or choosing clothes to wear to the office or a night out. Roetzel is more focused on documenting the clothes and lifestyle of a certain class, place, and time period.

Gentleman's Guide was a Barnes & Noble Book and for some reason came out as a paperback first. It came out as a hardcover several years later under the same name and with no changes. Then H.F. Ullmann produced a book called Gentleman: A Timeless Fashion, followed a year later by Gentleman: A Timeless Guide to Fashion. This last book is a hardcover with a pinstripe design rather than the well-known red cover. It turns out that Gentleman: A Timeless Guide to Fashion is almost exactly the same book as the original Gentleman's Guide. For the most part, only cosmetic changes have been made. The graphic design has been updated with new fonts, colors, and layout. A few paragraphs have been replaced by new ones here and there. A few illustrations have been replaced. The biggest change is the absence of the blonde, blue-eyed model who graced both the outside cover of the Gentleman's Guide as well as the chapter headings.

When I tried to order Gentleman: A Timeless Fashion, I got sent a copy of the Gentleman's Guide instead, which just goes to show how close they are. (Although I can't say for sure, I'd be willing to bet that A Timeless Fashion is exactly the same as Gentleman's Guide, and was simply produced before H.F. Ullmann decide to make the cosmetic changes in A Timeless Guide to Fashion.)

From my perspective, A Timeless Guide to Fashion was a small step backwards from the Gentleman's Guide. Any man who is really interested in these books is probably more likely to enjoy the older fonts and design choices over the newer ones. Moreover, the red cover and model were distinctive. If I were shopping for one of these books today, I would get a copy of the Gentleman's Guide or A Timeless Fashion and forgo

A Timeless Guide to Fashion altogether.

As for a general review of these books, it almost goes without saying that a true gentleman would never own or rely on one. The material is so detailed as to be almost a send-up of the English gentleman rather than a sartorial exploration. Moreover, the contention of the book's forward, that a gentleman is any man who lives and conducts himself in a certain manner, is a modern democratic conceit. Most of the material objects and lifestyle shown in this book are beyond the reach of 95% of its intended audience. And with moola', one would still need to combine leisure and birth. However, for me this does not detract from the enjoyment of the book because, like Roetzel, I am something of an Anglophile. For the \$20 sunk cost of this book, I can sit down any time I want with a Glenlivet or Veuve Clicquot and be transported for 30 minutes. This is the consideration you have to make when considering whether to buy one of Roetzel's books. Are you looking for help choosing the right suit for the right occasion, or are you a fan of a lost male culture? If you are looking to educate yourself about clothes, buy one of Flusser's books; if you are looking for escape or inspiration, Roetzel is the way to go. (Another purchasing consideration is the gift. One of these books would make a great gift, and at this price for A Timeless Guide to Fashion--a new hardcover full-color glossy--it would be hard to go wrong.)

2 of 2 people found the following review helpful.

Nice *Quality* Book With Good Tips! But It's *NOT* A HOW-TO DRESS

By Alex H

The GENTLEMAN: A TIMELESS GUIDE TO FASHION book by Bernhard Roetzel is beautifully bound and has really thick, high quality pages.

There's lots of pictures and good tips on how to iron a shirt, how to tie a tie, how to properly wash your hair, etc., and it also includes interesting bits of information on the history and evolution of men's clothes and why certain things are the way they are. It also takes the reader behind the scenes with step-by-step photos of how good shoes are made, and how they hand craft suits, while supplying information on what is appropriate attire when one is out and about at different functions. It also includes good tips on cleaning and storing suits and shirts etc. and should come in handy to almost every reader out there.

Keep in mind that this is based on European/British clothing styles and so many references are to where the suit or jacket originated and how they are worn today (like one must wear certain clothes and hat at a particular horse race) are given in a British context, but Roetzel also discusses US and Italian styles and how they all differ.

This isn't a "wear this" type of book, but does offer suggestions on what goes with what. It's more of a general book about sophisticated and elegant dressing for the "gentleman," think old school/Golden Age of Hollywood types like Fred Astaire and William Holden, so don't expect to see popular designers or anything like that in this book.

The one thing that I wish it had was that on certain sections like when its discussing the different types of shirt collars, it would have helped greatly to the reader if the parts of the collar being referred to were highlighted, so one can get a clearer understanding of the differences.

Otherwise the book is really nice and enjoyed reading it. Also bear in mind that a lot of the stuff presented in here is TOP-OF-THE-LINE items that many of us won't be able to afford, nor would want to, but you get a good idea of what's elegant or timeless.

25 of 26 people found the following review helpful.

Such a wonderful reference book!

By Kenneth

I must admit that I have a slightly traditional taste for men's wear. This is by far one of the best books out there that you can buy to get a well-rounded idea of what items you should think of when you are at a certain age (like me, just got a job and begin to make some money) to set up your own wardrobe. Of course, maybe not for those who wear jeans or T-shirts five days a week.

I also use this as a reference book. The book helped me set up a good idea of what is a good style. Such as: shoes are one of the most important items you should invest. Why you need a navy blazer, grey flannel trousers. What kind of overcoat you should buy. What's the culture and history behind a Barbour wax jacket. A list of all the best vendors for shoes, suits, neckties etc. The book is well illustrated and have a large number of detailed pictures.

I ensure you that after you read the book, your eyes would be much sharper and you yourself might turn a little bit snobbish when you are selecting clothes for yourself or looking at others' outfits.

Trust me, at this price, it's a wonderful buy. (BTW, I also read Alan's book as mentioned by others. His books, though well written, are mainly on suits and are not as practical as this one.)

See all 86 customer reviews...

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