

cup fashion



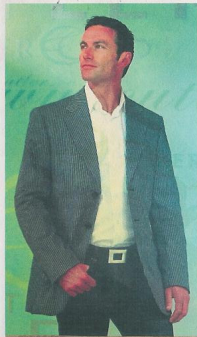
John McKenzie

John McKenzie from marketing communications and events company enthuse knows a thing or two about looking good during Cup Week. He won Best Dressed at Addington last year and for the fourth year running will host

# blokes can dress up to...



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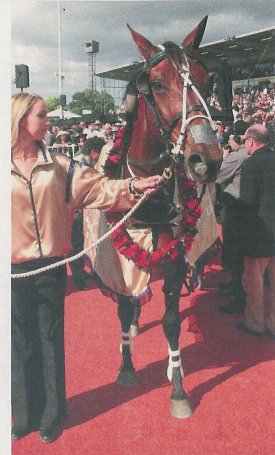
the Fashion in the Field event at Riccarton Park. "The Fashion competitions bring out the best in hats, heels, suits and hemlines for a week that is as much about socialising as it is about watching the spectacular sport, and it's not just the woman who can get in on the act." He says it's a fact women like a man who dresses well and it's time men were more recognised for their fashion sense as well. "Women love a man in a great looking suit, and Cup Week offers men the chance to have a good excuse to spend a few extra dollars on looking great - it doesn't have to be all about the woman and what they're wearing."



McK

For those entering the Best Dressed competition or those who simply want to look great at the race, check out John's tips below:

- ▶ Remember it's a day at the races - not the Oscars.
- ▶ You need to be well co-ordinated - hair, remember if its thinning cut it off!!!. A hat is optional - The Fedora Hat is in style, shoes, ties and cuffs and they should all complement each other.
- ▶ Special mention about shoes - spend some money here. Like a bed, spend the most you can afford - it's worth it - and remember to give them a shine!
- ▶ Relax, have some fun, by being a little daring and try not to take fashion too seriously - if you are dressed well you are much more likely to stumble into a VIP area by mistake and get to stay there!
- ▶ Single breasted suit jackets only!
- ▶ Some subtle accessories are good - a tie with some life (but no cartoons), cufflinks, a belt with some definition and a sharp pair of shoes - mentioned shoes again!



NZ Trotting Cup Winner 2005, Mainland Banner.

- ▶ Don't wear a black suit!!! There is no point looking like you have just been to work or a funeral.
- ▶ Flat front bootleg pants are still in and funky striped and patterned shirts should feature strongly.
- ▶ Go and see the experts - go and get some help and assistance from one the leading menswear stores in town.