

TAN FRANCE

Teaches
Style for Everyone



MASTERCLASS

HOW STYLE GAVE TAN FRANCE A SENSE OF SELF

The *Queer Eye* personality's love of fashion goes way back

Tan France still remembers the day he fell in love with style. He was seven years old and growing up in a strict Pakistani Muslim family in Doncaster, England, when he visited his grandfather's denim factory. Touring the factory floor, Tan—born Tanveer Safdar—began to understand where clothes come from and how they are created. Most important, he understood how they could make him feel. “With every piece I tried on, I felt something different,” he says. “They had a sense of self that I'd never experienced in my home. My clothes gave me a window into the world that I could only have dreamt of.”

Tan held on to that feeling throughout his adolescence, altering and elevating his own clothes at home before eventually studying fashion in college. From there, he moved to London and worked on the corporate side for major retailers from Zara and Selfridges all the way up to Chanel. After taking a leap and moving to the United States, he struck out on his own and started the fashion lines Kingdom & State and Rachel Parcell Inc.

By 33, Tan was successful enough to be able to sell his businesses and retire comfortably. But his career

was far from over—in fact, his meteoric rise was just beginning. In 2018, Netflix cast him in its reboot of the makeover show *Queer Eye*, which turned out to be a wildly popular, Emmy-winning sensation. Tan became one of the most visible, sought-after personal stylists in the world—and made history as the first openly gay South Asian man on television. He was tapped to appear in cultural touchstones as disparate as *The Great British Bake Off* and a Taylor Swift music video, all while racking up more than 3.5 million Instagram followers. In 2019, he published his memoir, *Naturally Tan*, which became an instant *New York Times* bestseller. Tan also cohosted, along with perennial *It Girl* Alexa Chung, the fun and fast-paced 2020 Netflix fashion design competition series, *Next in Fashion*.

Even though he's become one of the most in-demand stylists of the time, Tan still gives you practical, concrete advice on how to build your own wardrobe and dress for all occasions. And, just as he does on *Queer Eye*, he wraps it all in spiritual and philosophical musings about the nature of self-expression. As Tan puts it: “Everyone has great style in them. They just need to find it.”

SHOP TALK

Tan's Favorite Brands for Patterns and Prints

1

Prabal Gurung

"Prabal actually specializes in prints and patterns. He incorporates his ethnicity—he's Nepalese, so his prints are unique because they're not what you'd normally find in the American market. He offers a different culture in his clothing that we don't ordinarily see elsewhere."

2

Missoni

"Missoni is the most iconic print and pattern brand. They have a print, it's almost Aztec-y, that has been around for decades, and it's a print that they've done over and over again. They just change up the colorways. They also apply patterns to menswear and women's wear, which I really appreciate. When a print is timeless and transcends gender, I think it's really impressive."

3

Erdem

"Erdem is a British brand. They specialize in classic florals and really posh prints. So everything has a very vintage and British feel to it, which I think is beautiful."

4

MSGM

"MSGM has got almost a rock feel to it. It's a more youthful brand, so it's a little more accessible, and they're targeting people in their 20s. They do a lot of paint prints, and then logos or verbiage, or larger, more abstract prints."

5

Casablanca

"I love Casablanca. It's a Parisian brand that's very of-the-moment. They do a lot of handkerchief-print clothing—so if you were to have a bandana or a vintage handkerchief with a print, they turn that into large-scale clothing—but they will tie in a very modern element to it. A lot of their clothing is gender-fluid, which I really like."

LOOK BOOK

BREAKING DOWN TAN'S CAPSULE WARDROBE

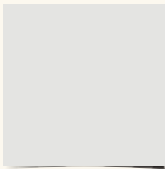
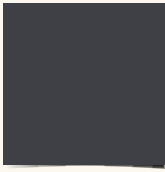
5 The story behind
timeless, iconic items

The key to having excellent personal style on any budget? A capsule wardrobe. Simply put, a capsule wardrobe is a collection of classic items that work together in any number of configurations and across any number of occasions, easily taking you from the office to a dinner date to a night out with friends. Not only does a capsule wardrobe take the guesswork out of getting dressed and prevent you from being overwhelmed, it's also a sustainable option meant to last you years and years.

Here, we unpack five essential items in Tan's own capsule wardrobe. Because all of the pieces are so timeless, they come with a rich and fascinating history; what's more, they've popped up over and over again on fashion icons over the decades (all of whom you can draw inspo from).







1

The Button-Up Shirt

“Don’t see button-ups as purely corporate,” Tan urges. In fact, the modern version of the shirt originated somewhere far from the boardroom: the polo field. John E. Brooks, founder of Brooks Brothers, was at a match in England when he found himself inspired by the way that the player’s collars were fastened down rather than just flapping away in the breeze. In 1896, he designed his own version, still known as the Original Polo Shirt. Gianni Agnelli, the ever-stylish Italian Fiat magnate, is credited with popularizing the shirt outside of work settings as a casual, everyday essential.

Princess Diana



Tina Turner



Tan



FARRAH FAWCETT: WALT DISNEY TELEVISION VIA GETTY IMAGES PHOTO ARCHIVES/WALT DISNEY TELEVISION VIA GETTY IMAGES;
BRUCE SPRINGSTEEN: BROOKS KRAFT LLC/CORBIS VIA GETTY IMAGES; TAN FRANCIS: MMA MCINTYRE/GETTY IMAGES



Farah Fawcett



Bruce Springsteen



Tan



Jeans

2

While denim was floating around Italy and France as early as the 1500s, the first jeans as we know them today were invented by Levi Strauss in the 1870s. Originally conceived as work pants, jeans have evolved to become a casual wardrobe staple over the years, from the massive bell bottoms of the 1970s to the low-slung hip huggers of the early 2000s to the skinny jeans of today. (As a rule, Tan suggests sticking with a slimmer fit.) “Jeans will always be in,” Tan says. “Yes, they sometimes have a bigger moment during a decade than other years, but jeans will never go out of style.”

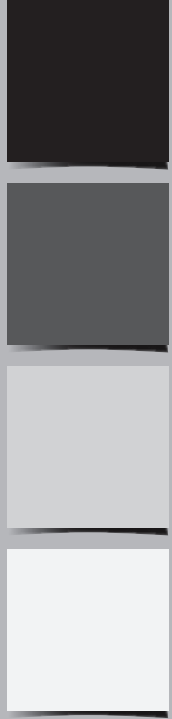




3

Leather Motorcycle Jacket

Leather jackets were uniform dressing among aviators and military members starting in the early 1900s. But it wasn't until 1928, when the apparel company Schott NYC unveiled its Schott Perfecto leather jacket specifically for motorcycle riding, that the civilian boom began. By the '60s, the jacket had hopped off the backs of Harleys and onto high-fashion runways, while the '70s transformed the overpiece into a punk rock essential. These days, the moto jacket is universally beloved across myriad fashion genres, but it hasn't completely lost its edge. As Tan puts it, "This is just a way of adding a certain kind of cool that nothing else is capable of doing."



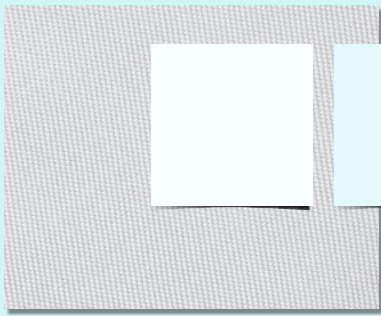
Patti Smith



James Dean



Tan



Tan



Meghan Markle

White Sneakers

4

In the 1870s, casual shoes worn by vacationing and sports-playing Brits were known as “plimsolls.” These rubber-soled shoes crossed the Atlantic at the turn of the century and acquired the name “sneakers,” while classic Converse All Stars took off stateside after World War I. The market for sneakers continued to grow as school dress codes were relaxed across the country. In the last decade, former Celine creative director Phoebe Philo (left) helped foist the simple, streamlined white sneaker into the world of high fashion. Even if the only place you’re running is to catch a cab, Tan says that the white sneaker “goes with pretty much every outfit that you could possibly think of.” (Yes, even that suit.)



Phoebe Philo





A Suit

5

Even if you don't think you need a suit, take it from Tan: You need a suit. As a complete outfit, it's the sort of quintessential item that, when properly taken care of, will last forever; you can get even more bang for your buck by wearing the jacket and pants separately, resulting in countless outfit permutations. The modern suit can be traced back to 19th-century England—think legendary Savile Row tailoring. Post-World War II, the suit became a standard for male office workers. Female suits rose in popularity in the 1970s and '80s as more and more women entered the workforce. Now, suits are de rigueur for all genders at all times.



RuPaul



Bianca Jagger



Tan

SHOP TALK

Tan's Favorite Brands for Building a Capsule Collection

①

Theory

"Every season, they have a version of a capsule collection, though they don't call it that. They will have pieces that are timeless—the main pillar of their brand is that everything should be classic and wearable for as long as it's still intact. If you walk past the store windows, you can see that they're most appropriate for a capsule collection of any brand I can think of, more so than even a higher-end brand."

②

COS

"COS is a brand of H&M. Nothing is overly designed—you're never going to find crazy prints or super bright colors in their main collection. Everything is a piece you'd find in a capsule collection, only with a twist: You'll have a white shirt, but the construction is a little modern, or you'll have a simple button pant, but the construction is a little more contemporary."

③

Victoria Beckham

"A capsule collection isn't the same for everyone. It depends on what colors you gravitate toward. I will always go for neutrals, because that is the most classic and they will never go out of style, but if you're the kind of person who has embraced color for your whole life, there's a version of a capsule collection that you can get from Victoria Beckham. Her pieces are classic, but they are offered in a much more interesting color than a neutral."

④

Celine

"A lot of Celine's collections are '70s-inspired, but they always have a beautifully tailored suit for a man or a woman, a great-fitting pair of jeans for a man or a woman. They always have the key pieces that I mentioned in my MasterClass. And their quality is so beautiful that it will last you a lifetime if you take care of it."

⑤

Alexa Chung

"Alexa now designs a capsule collection as part of her main collection. So if you don't know where to start for a capsule, you can go to one site, and everything within it makes up your capsule collection. Everything that I mentioned in my class she's pretty much got—she's thought of everything. And it's the collection that she plans to have available; it's not really going to ever change. It's seasonless, so you'll get use out of it year in and year out."



From left:
Queer Eye's
Jonathan Van
Ness, Antoni
Porowski,
Tan France,
Karamo Brown,
and Bobby Berk

MEDIA MAKEOVER

THE FAB FIVE RENAISSANCE

When Netflix rebooted *Queer Eye for the Straight Guy* (now simply *Queer Eye*) in 2018, the result was a heartfelt national sensation

Queer Eye for the Straight Guy premiered on Bravo in 2003 and ran for five seasons during the reality TV boom of the mid-aughts. The premise was simple: Over the course of each episode, a team of five gay men were tasked with giving a schlubby heterosexual man a full makeover. A decade after the series ended, Netflix announced that it would be bringing the show back for modern audiences. But the new *Queer Eye* would be part of a television landscape—and a world—that had evolved massively since the original iteration first hit the airwaves.

The mission for a fresh reboot began with the assembling of a new, diverse Fab Five. The group consists of Tan (the fashion expert), Jonathan Van Ness (the grooming expert), Karamo Brown (the culture expert), Antoni Porowski (the food and wine expert), and Bobby Berk (the interior design expert). If *Queer Eye* 1.0 was focused primarily on physical transformation, the

new version goes beyond the superficial—it's less about makeovers and more about “make-betters.” The new *Queer Eye* became an instant hit, connecting and resonating with viewers around the world.

While the modern Fab Five still make subjects and their homes look amazing, they also work to unearth the often deeply personal reasons that their “heroes” lack confidence, talking through wrenching struggles (divorces, deaths, strained family relationships) and emphasizing the need for self-care and self-acceptance. There is also a ton of crying. The heroes cry. The cast members cry. The viewers cry. There is so much crying that the crying makes headlines. “Which *Queer Eye* Episode Makes You Cry the Hardest?” *Vulture* asked, while *Refinery 29* assured the public, “If *Queer Eye* Is Making You Cry Like a Baby, You’re Not Alone.” (In all honesty though, who *doesn’t* need a good cry?)

On Tan’s end, the behind-the-scenes transformations begin when he sends his subjects a questionnaire that asks about their personal style preferences. After reviewing their answers, he meets them for the first time and asks the most important question of his process: “Was there ever an outfit that made you feel amazing?” With that answer, and armed with the results from the questionnaire, he and a team of two stylists go on the hunt for items that can help evoke the feelings of that one memorable outfit over and over again. Then, Tan and the subject will do a store visit and try on various items before Tan finally assembles an ideal capsule wardrobe. “We are finding the very best version of a person,” Tan says. “We’re not changing who they are, we’re just excavating and making them the best that they can possibly be.”



SERVING YOU REALNESS

Fab Five Fun Facts

YOU THINK YOU KNOW THE IRRESISTABLY CHARMING MEN OF *QUEER EYE*, BUT WE’VE GOT SOME INSIDE INFO FOR YOU

Tan France

- Doing it for the ‘Gram can pay off big time: Tan landed his gig on *Queer Eye* thanks to Instagram.
- Tan’s memoir, *Naturally Tan*, covers everything from celeb encounters to cultural observations.
- If his styling skills weren’t enough, Tan cooks, too—he makes fresh Pakistani chapatis every few days.

Jonathan Van Ness

- JVN got his start via *Gay of Thrones*, a web series in which he campily dissects *Game of Thrones* eps.
- Van Ness has four cats who often travel with him: Hairy Larry, Matilda, Lady G, and Liza Meownelli.
- In his 2019 memoir, *Over the Top*, JVN opens up about his HIV diagnosis and journey to self-love.

Karamo Brown

- In 2004, Brown became the first openly gay black man on reality TV (*Real World: Philadelphia*).
- Brown spent 12 years as a social worker and psychotherapist before returning to television.
- Can’t get enough of Brown’s wisdom? He has an eponymous podcast as well as a memoir.

Antoni Porowski

- *Queer Eye* wasn’t Porowski’s first foray into television: In 2014, he landed a role on *The Blacklist*.
- In one *Queer Eye* episode, Porowski started #GuacGate by adding Greek yogurt to his guacamole.
- 2019 saw the arrival of Porowski’s first cookbook and his crowning as *People’s Sexiest Reality Star*.

Bobby Berk

- Before getting into TV, Berk ran self-titled home stores in New York, L.A., Miami, and Atlanta.
- According to Brown, Berk is a stellar singer. “That’s his first love,” Brown told *Los Angeles* magazine.
- Berk collabed with A.R.T. Furniture to design his own line of minimal, midcentury-style pieces.

YAS HENNY

TAN'S TOP 3 QUEER EYE FASHION TRANSFORMATIONS

The most impactful Hero style makeovers

Wesley Hamilton

Season four, episode two

Wesley, a community activist and single father, was paralyzed from the waist down after being shot during a confrontation. Even before he appeared on *Queer Eye*, he had transformed his life: On his episode, he talks of his past as a “bad boy” and how he never smiled before he ended up in his wheelchair. Wesley had also lost a lot of weight by committing to a healthy lifestyle. Not only does Tan help Wesley achieve his fashion goals, he also gets all the items in Wesley’s wardrobe—including a custom-made suit—tailored specifically to his body so the various pieces don’t bunch up or get caught in the wheels of his chair. “You gave me the ability to be comfortable and swagged out,” Wesley later wrote to Tan. “You helped boost my confidence to a whole different level, and man, I will forever love you for that.”



WESLEY HAMILTON: NATHAN CONGLETON/NBCU PHOTO BANK/NBCUNIVERSAL VIA GETTY IMAGES VIA GETTY IMAGES



Skyler Jay

Season two, episode five

The Fab Five are first introduced to transgender activist Skyler Jay through a video of him getting his gender-affirming top surgery and are tasked with helping him revamp his life as he recovers. Tan's job involves helping Skyler get a suit, an item of clothing the latter admitted he had never felt comfortable wearing. Tan brings in the designer of a queer-inclusive suiting brand who specifically tailors suits to meet the needs of trans men. In retrospect, the process was powerful for both Skyler and Tan: It was the first time Skyler had tried on clothes since his surgery, and for Tan—who admitted that he was not well-versed in the fashion needs of the trans community—it was a valuable learning experience.

SKYLER JAY: ELIJAH NOUVELAGE/BLOOMBERG VIA GETTY IMAGES; NEAL REDDY: NETFLIX



Neal Reddy

Season one, episode two

Neal, a very successful app designer and loving dog dad who was otherwise painfully indifferent to his appearance and home decor, takes a moment to warm up to the Fab Five. After his “Sasquatch” beard and hair are trimmed, Tan trades in Neal's baggy T-shirts and pants for an array of polished business casual looks. “He was so resistant to being touched, being loved,” Tan says. “The others, you could tell they were so desperately wanting a change in their lives, but Neal seemed a little hesitant at first. But that was the biggest transformation—not just physically, but emotionally. That was my proudest moment.”

GARB GAB

The Psychology of Dressing Well

IT'S NOT ALL
IN YOUR HEAD

“To anyone who thinks, *Clothes are just clothes, style is superficial*—actually it has had a massive impact on my life and everybody who I work with,” Tan says. “By making an effort with your style, you are saying, ‘I deserve your respect.’”

But don't just take Tan's word for it. There is actual science behind what he's saying. Not only does clothing change how others perceive us, it changes how we perceive ourselves. According to a 2015 study by Abraham Rutchick, a psychology professor at California State University, Northridge, formal clothing directly affects the wearer's cognition, influencing them to think broadly and abstractly—which is to say, to think just like leaders do. (The term for this phenomenon is *enclothed cognition*.) In a 2006 study called *The Clothing Makes the Self*, researchers found that people who dressed more formally described themselves in more confident terms. All the more reason to add a few stand-out power pieces to your capsule wardrobe.

SHOP TALK

Tan's Favorite Brands for Color

1

Mary Katrantzou

"Mary Katrantzou experiments with color in a way no other designer does. It's really bold clothing, and a lot of her work is digitally printed, which means that she will often use color in a way that looks quite realistic. For example, she'll take a print of a building or a print of a person, but she'll make it more abstract. It's incredibly modern."

2

United Colors of Benetton

"I added United Colors of Benetton because it's accessibly priced. When you go into one of their stores or you're looking online, it's packed with color. They color block really well, they embrace bold, saturated colors. If you are wanting the pop of color and you know that there's a certain shade you're looking for, they'll probably have it."

3

Victoria Beckham

"One of the cornerstones of her brand is how to dress in a classic way but using color. And so a lot of her silhouettes are very classic, like a fit and flare, but she will inject the hot, bright, saturated colors of the year, and she does it better than most."

4

Miu Miu

"This brand is by Miuccia Prada, so it's the same brand as Prada but more youthful. Miu Miu will use very contemporary mixes of silhouettes—like an oversized, extreme A-line minidress—along with classic silhouettes, but then she will often do a beautiful job using a lot of muted colors and pastels."

5

Gucci

"Gucci has always been incredibly experimental, and now more than ever with their current designer, Alessandro Michele. Almost everything you'll find in their store is so bold, their color, their footwear, their accessories. Right now they have a very '70s aesthetic, and a lot of their colors are very much '70s-inspired. It's quite a specific color palette, but they play with it really well."

A HISTORY OF STYLING— BY THE NUMBERS

It might seem like a thoroughly modern invention, but styling has a long and storied past

Personal styling is ubiquitous these days, from the experts who get A-list celebrities glammed out for red carpets to the plethora of apps and subscriptions like Trunk Club and Wishi bringing the service to the masses. Here, we unspool the past—and present—of the industry.

\$762 million

The amount that the personal shopping industry was worth in the United States, as of 2014.

28,000

Number of personal shoppers in the United States as of 2014.

1747

The year that Rose Bertin, considered to be the first celebrity stylist, was born. In 1772, Bertin met Marie Antoinette and became the future queen's personal dressmaker for the remainder of her majesty's life. According to Courtney Iseman writing in *The Hairpin*, Bertin "met with Antoinette on an almost daily basis to discuss the looks to be presented, to cultivate an identity and an aesthetic that the court and subjects would come to expect and be excited by, crafting an image of opulence." So, basically, the 18th-century version of creating a mood board.

1867

The year *Harper's Bazaar* was founded, marking the birth of the American fashion magazine—and, by extension, fashion editors. By the 1930s, editors were responsible for selecting the clothes shot for their magazines' pages before "stylist" became an official title.

\$25,174

The average base salary for a personal stylist, according to Glassdoor. However, many stylists also earn commission, and those working in the highest echelons can easily pull in six figures a year.



40

The maximum number of items recommended for a well-rounded capsule wardrobe.

300+

The number of men who auditioned for a coveted spot in Netflix's version of the *Fab Five*.

48

The number of heroes styled by Tan on *Queer Eye* (and counting).

\$250,000

The prizewinner's purse on Tan's other show, *Next in Fashion*.

1980s

The decade that Ray Petri, widely considered to be the first modern fashion stylist, rose to prominence in London. The Australian-born Petri was the founder of the creative collective and youth subculture known as Buffalo. Wildly influential and preternaturally cool, his sartorial fingerprints ended up on everything from runway trends to magazine pages to street style.

2008

The year celebrity fashion stylist Rachel Zoe had enough clout to launch her own reality television show, *The Rachel Zoe Project*, on Bravo television, demystifying the profession and making it something that households across America were familiar with—all while becoming the first celebrity-stylist-turned-celebrity.



SWOOP THERE IT IS

COIFFURE COUTURE

Tan's iconic hairdo is an essential part of his personal style. Here's how to figure out your own signature look for your locks



One of Tan's most immediately identifiable features is his hair: a thick, impeccably groomed tower of voluminous salt-and-pepper locks. It ties each of his outfits together, as essential to his look as everything else in his wardrobe. The hair even landed him a deal as an ambassador for House 99, a haircare line founded by David Beckham, and is, unsurprisingly, the number one topic that people DM him about daily on social media.

The reason why Tan's hairstyle works so well? For starters, he embraces his natural color. He has his routine down pat—he washes every day, uses a pre-styling spray, blows it out and up with a round brush, then applies argan oil and a pomade to hold it in place. And, most important, he owns it fully. If you're on a journey to figure out your own signature hairstyle, consider taking the following into account.

Your hair texture and face shape

Start by taking a minute to study your face shape and hair texture, and then search

around for hairstyles that will accommodate and flatter both of those. For instance, women with round faces should opt for side bangs instead of blunt bangs, while men with square face shapes would do well to leave their hair on the shorter side.

Your lifestyle

Not everyone has an hour in the morning to blow out their hair or even an hour to let long locks air dry naturally. Once you've figured out what works with your hair texture and face shape, think about the limitations in your schedule and work around those—your hair (and your sanity) will thank you.

Your personal style

Just as the items in your wardrobe should help you feel like who you are, your hair should, too. While it's fun to experiment with different hairstyles over the years, once you've nailed down something that works for you, it can become as essential and statement-making as everything else in your signature look.

PERFECTLY OUTFITTED

Highbrow

BRANDS AND STORES

Stella McCartney

"Her designs are so coveted. If you want the look that every cool girl is wearing, you'll find it at Stella McCartney."

Victoria Beckham

"Victoria Beckham is one of the most successful British brands, and her style every season is getting better and better. If you want to be on trend, if you want to look incredibly chic, Victoria Beckham does that, especially with her trousers and dresses."

Mid-Range

BRANDS AND STORES

Theory

"Theory I love because it's a no-brainer. You go in, you will find pieces that are perfectly classic. If you just want to look sharp and chic, it's Theory, and the price point is good."

Coach

"Coach gives you a feel of a higher-end designer brand for a much lower price point. So if you are wanting luxury on a budget, Coach is that. Their accessories in particular are so well-done for the price, and I believe this to be true because they use a lot of the same factories as major luxury brands, which is why the quality is so good."

Affordable

BRANDS AND STORES

Arket

"Arket is a new brand, but the thing I like about it is that it's young. It's on trend. They will take the trends that you see from the runway and they will do a much cheaper version, and make it look like it's a higher-end piece. The thing that I think they do very well is their suiting. It's not corporate suiting; it's streetwear fashion suiting, so it's a lot of what you'd see on a fashion runway, not just a suiting runway."

Zara

"Zara has so many options available so regularly, and they will pull directly from the runway. They will give you a version of what you're seeing on the runway before it's available from major brands, and so you're ahead of the curve. You've got the runway look for very, very little money. It's not going to last you as long—the fabric is not going to be as good—but you get what you pay for. However, what I will say is this: Many of my own capsule pieces have come from Zara, so whoever is reading this, don't be fooled."

Whether you've got oodles to spend or you're trying to ball on a budget, Tan has you (and your closet) covered

Gucci

"Gucci's clothing is great, but for me, it's about the accessories: the Gucci shoe, the Gucci sunglasses, the Gucci handbags. They do luxury so well and make it very appealing for the masses. If you're wanting to incorporate a piece of luxury into your wardrobe that's effortless, it's Gucci."

Miu Miu

"I added Miu Miu because I just think it's so damn cool. I love the vibe. I love the branding. I want to be that girl. If I were more inclined to wear dresses and skirts, that would be the brand I would live in if I could afford it, because it's a brand that you aspire to. I see it as the ultimate aspirational brand for the girl who wants to look chic and cool and artsy and interesting."

Oscar de la Renta

"The name itself, Oscar de la Renta, comes with such great weight. It's synonymous with luxury. They do occasionwear so beautifully—the eveningwear in particular is stunning, the wedding attire is gorgeous, the bridesmaids dresses are incredible. If you were looking for something that is going to turn heads, Oscar de la Renta is an absolute showstopper."

The Kooples

"The Kooples is an incredibly cool brand out of Paris. If I were wanting to find a brand that's cool within an accessible price range—and I do—it's The Kooples. The name comes from how the French pronounce the word *couple*, and they wanted to create a brand where a man and woman could go shopping together and buy outfits that compliment each other beautifully. It oozes cohesion cool."

Massimo Dutti

"Massimo Dutti is the sister company of Zara. So, imagine if Zara had a slightly more classic line and was using better fabrics—that's Massimo Dutti, and that's why I like it. If you are the kind of person that ordinarily likes and shops in mall stores but you're looking for something a little more elevated, Massimo is the one."

Sandro

"Sandro is a Parisian company, and I love it because it's got almost a Parisian-Californian vibe. They do a lot of wonderful prints. Their denim is fantastic. Their clothing itself is wonderful. It looks like a higher-end product than it is, and for a good price point."

ASOS

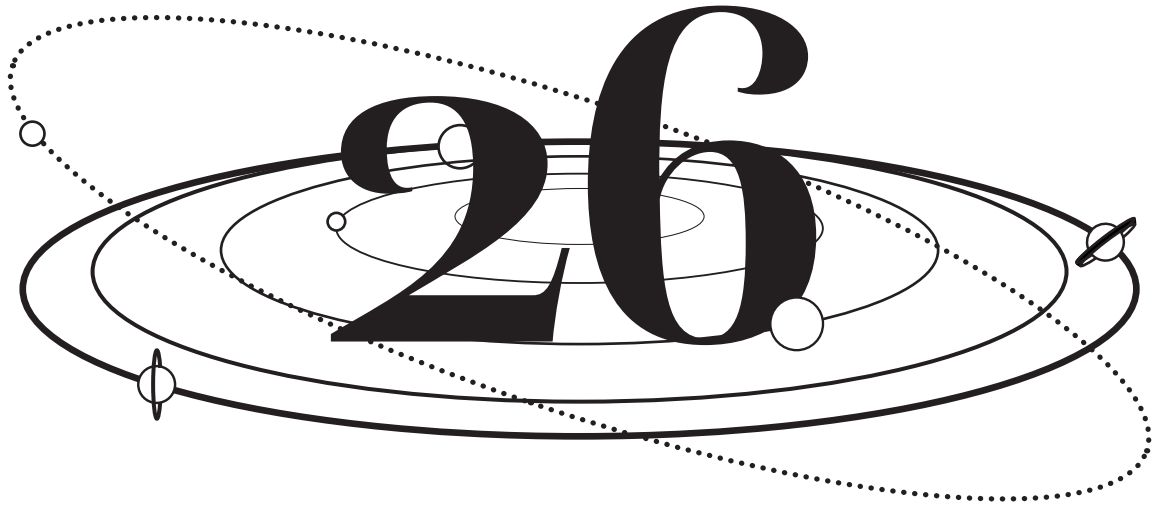
"ASOS does streetwear incredibly well. They actually do suiting really well, too, if you're looking for occasionwear on a budget. My only reservation with them is that they definitely skew towards the person who really appreciates modern streetwear but isn't concerned about the quality."

Topshop

"Topshop is still available online and in Nordstrom. They do classic really well. They do denim really well. They do trend really well. They do great footwear. They do great accessories. They do a small selection of every category that you might be looking for: They do a grunge collection, they do a more sophisticated, classy collection. They have so much variety available, and I think that's why they're a great one-stop shop."

COS

"The reason I love COS is because they do a twist on the classics like no one else at their price point. The way they structure a piece of clothing is like no other, and it's so beautifully done. It could be something as simple as a white shirt, but the way that they've patterned it creates a unique silhouette."



STYLISH PEOPLE ON STYLE

Musings from designers, creatives,
and other perpetually well-dressed legends



✦
“Style is for
literally every
person. If you are
not a nudist,
style is for you.”

TAN FRANCE

Stylist, fashion designer,
television personality,
MasterClass instructor



IRIS APFEL: ILVA S. SAVENOK/GETTY IMAGES FOR AMERICAN APPAREL & FOOTWEAR ASSOCIATION (AAFA); GARANCE DORÉ: STEFANIE KEENAN/GETTY IMAGES FOR CUYANA; RACHEL ZOE: IMAGE PRESS AGENCY / ALAMY STOCK PHOTO; VIRGIL ABLOH: CLAUDIO LAVENIA/GETTY IMAGES; SIMON DOONAN: WENN RIGHTS LTD / ALAMY STOCK PHOTO; PHOEBE PHILO: DAVE J HOGAN/DAVE J HOGAN/GETTY IMAGES



“When you don’t dress like everyone else, you don’t have to think like everyone else.”

IRIS APFEL
Interior designer,
style icon

“I know it is never a good idea to not be comfortable.”

GARANCE DORÉ
Photographer, founder of GaranceDore.com (Brightest Young Things, 2016)



“Style is a way to say who you are without having to speak.”

RACHEL ZOE
Stylist



“What I love is this idea of a wardrobe, the idea that we’re establishing certain signatures and updating them, that a change in colour or fabric is enough.”

PHOEBE PHILO
Fashion designer
(Independent, 2011)



“I’m not really into style. I’m more into confidence or having something to say.”

VIRGIL ABLOH
Fashion designer, artistic director of Louis Vuitton menswear (Billboard, 2016)

“Knowing who you really are and dressing the part—with an air of amused recklessness—is life-affirming for you and life-enhancing for other people.”

SIMON DOONAN
Fashion designer, former creative ambassador-at-large for Barneys



“To me, fashion is ceaselessly fascinating because it is an expression of self.”

ANNA WINTOUR

Editor-in-Chief of *Vogue*,
Artistic Director of Conde Nast,
MasterClass instructor
(*Business of Fashion*, 2017)



“Stick to the classics, and you can’t ever go wrong. I see old ladies on the street who have fabulous style and realize it’s because they are probably wearing really classic items that they’ve had for years and years. I think if you find something that suits you, you should just stick to it.”

ALEXA CHUNG

Television personality,
fashion designer
(*Time Out*, 2013)



“The coolest thing is when you don’t care about being cool anymore. Indifference is the greatest aphrodisiac—that’s what really sums up style for me.”

RICK OWENS

Fashion designer
(*The Fashion Law*, 2012)



“What I do is similar to what an architect does. The surveying, building a blueprint, sourcing materials, all that. But I’m doing it with clothes, jewelry, hair, and makeup.”

LAW ROACH

Stylist, judge
on *Legendary*
(*The Guardian*, 2018)



DONATELLA VERSACE: ANTON OPARIN / ALAMY STOCK PHOTO; TAVI GEVINSON: ROY ROCHLIN/GETTY IMAGES FOR TRIBECA FILM FESTIVAL; RUPAUL: JESSE GRANT/GETTY IMAGES FOR FIJI WATER; CARINE ROITFELD: DOMINIQUE CHARRIAU/WIREIMAGE; RIHANNA: PA IMAGES / ALAMY STOCK PHOTO



“My style is not that big. I wear heels, tight pants, and I wear diamonds.”

DONATELLA VERSACE
Fashion designer

“You like the style of the people you like because it reflects something inside them.”

TAVI GEVINSON
Writer, actress, former style blogger
(*Teen Vogue*, 2016)



“You wanna make more money? You like money? Wear a suit.”

RUPAUL
Television personality,
MasterClass instructor

“In fashion, it’s always better to be an interesting person than a beautiful one. Character is much more fascinating than pure good looks.”

CARINE ROITFELD
French fashion editor,
former Editor-in-Chief
of *Vogue Paris*



“Fashion has always been my defense mechanism.”

RIHANNA
Musician, founder of Fenty





“Don’t dress to kill, dress to survive.”

KARL LAGERFELD
Designer and former creative director of Chanel



“To me, fashion is like a mirror. It’s a reflection of the times. And if it doesn’t reflect the times, it’s not fashion.”

ANNA SUI
Fashion designer (CBS, 2009)



“My style says, ‘Look at me, don’t look at me.’ It’s, ‘I don’t care what you think.”

PATTI SMITH
Musician, style icon (*The New York Times*, 2010)

“Style is a monologue, a conversation you have with yourself, and for me, jeans and a T-shirt just don’t cut it.”

LEANDRA MEDINE
Founder of ManRepeller.com (*InStyle*, 2017)



“I feel like I was always embraced by fashion. Fashion embraces the weirdos.”

CHLOË SEVIGNY
Actress (*Elle UK*, 2011)



"I'm not prescribed to rules. I like to twist the rules and to allow for that unexpected touch. I like things to feel a touch unfinished; sweatpants with heels, or tennis shoes with a trouser."

JENNA LYONS
Former creative director for J. Crew
(*British Vogue*, 2013)



"Building a wardrobe is like building a circle of friends your whole life."

DIANE VON FURSTENBERG
Fashion designer,
MasterClass instructor



"Style—all who have it share one thing: originality."

DIANA VREELAND
Former Editor-in-Chief of *Vogue*



"I want to be on both: best and worst [dressed lists]. I want people to feel something."

KARLA WELCH
Stylist
(*New York*, 2018)



"I still appreciate individuality. Style is much more interesting than fashion."

MARC JACOBS
Fashion designer,
MasterClass instructor
(*The Telegraph*, 2012)



SHOP TALK

Tan's Favorite Brands for Textures

1

Burberry

"The thing I love about Burberry is that they will mix a lot of textures like no other brand. They will use a beautiful cashmere with a wonderful, buttery soft suede next to a box leather. It's very expensive, but you get what you pay for with Burberry. Their mix of textures is always luxury."

2

Max Mara

"Max Mara is expensive but slightly cheaper than Burberry. They do a good job of mixing wools with faux furs, especially with their outerwear. Their combination of fabrics is beautiful."

3

Stella McCartney

"I wanted to name her for texture because hers is a vegan brand, but it's still luxury. She's managed to come up with the most authentic looking and feeling faux animal products, and she uses them in a way that designers use real animal products. You're getting the luxury of any other brand but cruelty-free."

4

Ferragamo

"One of the main reasons I wanted to mention Ferragamo is because of their leathers. The quality of their leather is beautiful in their clothing but most importantly in their footwear and accessories. And the range of leathers—any kind of leather you're looking for, they have, and they probably do it better than anybody else. They're the leaders in leather goods."

5

Saint Laurent

"With any collection, no matter what time of year, you will find that Saint Laurent has pretty much every kind of luxe fabric you're looking for. They're using things like velvets with leathers. It's beautiful. If you are wanting to use texture as opposed to print or color, you can incorporate that into your wardrobe with just one brand, and that one brand is Saint Laurent."

WHAT'S THE DEAL WITH THE FRENCH TUCK?

Tan weighs in on the trend he's become known for



**Inquiring minds want to know:
Is the French tuck a Tan exclusive?**

“No, no, no. I used to flip through fashion magazines as a kid, and this tuck was being done, and I thought, *Oh, that’s an interesting way to change up my proportions to make my legs seem slightly longer.* So I started doing that. I started doing it at probably 16 or 17 years old, and then I continued

to do it—every time I had something slightly oversized, I would tuck it into the front of my jeans or my trousers, and it would give the illusion of a longer leg. By the time *Queer Eye* came about, it was second nature. If something felt like it needed a balance of proportions, that would be the thing I did, and it really does make a difference. You’ll see it everywhere. On runways they still do it. With the fashion crowd outside of Fashion Week, they’re still doing it. It’s a very simple styling point that is used across the Western world.”

Do you know why it’s called the French tuck?

“I have no idea. But when I started the show and I kept doing the tuck, the person who runs the show said, ‘Hey, you’ve done this a few times, and everything else has a name. What’s the name?’ I said, ‘God, I don’t know. I just call it the tuck.’ So together we looked online. We Googled it, and we saw French tuck maybe two or three times so we went with that.”

It sounds very classy.

“It does! People think it’s called ‘French’ because my name is *Tan France*, so that’s funny. That’s partly why we went with it, because we thought, *Oh, that makes sense. My name is Tan France, and I’m doing the tucking, so we should call it the French tuck.*” ●



MASTERCLASS