

TORONTO

MIRANDA BLACK

Owner, Theodore 1922
(theodore1922.com)

What should be a man's grooming go-tos?

It's ridiculous for a man not to use moisturizer; a scent is really nice; and invest in a good shampoo.



GLOW PICK:
NeoStrata Soothing Moisturizer, \$29.
This hydrating formula combats inflammation and soothes freshly shaved skin. Note: It's scented, so not for those who prefer fragrance-free products.

How would you define a dandy?

I'm not fond of the word. I think it alienates a certain kind of guy who wants to dress well but is scared of looking like a "dandy" because it [suggests someone who's] surface-y, fake and maybe has money that he didn't earn.

How do you think men's style has evolved in recent years?

Men might be starting to warm to the fact that suits are getting slimmer, and they're willing to embrace that. You can lose 10 to 15 pounds, visually, just by dressing differently. Now guys are coming in [to my store]: "Do you have the slim-cut suit?" Yeah! We even have slim cuts for hefty guys.

Is there anything unique about style-conscious men in Toronto?

The style-conscious Toronto man really has to be brave, in a frontiersman-like way, because there are so many fashion-fearful



people here in the city. We like to think of ourselves as cosmopolitan, but in reality the Toronto man is very scared of clothing that has colour or is different. It would be nice if we could get past ninth-grade self-consciousness.

What is a common men's style faux pas?

Unkempt facial hair; this whole beard thing

that's coming in right now. Let it go. End it. I don't need lumberjacks.

Which aspect of men's style would you like to see revived?

I think guys are moving away from ties and I think that's a mistake. A tie is a really nice accent—a guy doesn't have very many opportunities to accessorize. ☺