

Men's Fashion

A Trick Women Can Teach Men About Style

(NAPSA)—It's a trick women have known forever: Changing your jewelry can add a whole new look to the same basic outfit. And with most men confined to either business suits or other attire that might as well be "uniforms" for all their similarity, it's also a trick worth heeding.

To put it in terms most men will more easily understand, Derek Jeter probably has more watches than other guys have ties, and the reason is the Yankee star has mastered the art of accessorizing. One watch for nights out on the town...One watch for when he's called in to Steinbrenner's office to explain why the team blew the American League play-offs... Well, you get the idea.

Of course, watches aren't the only jewelry men can use to dress up or down. Starting with the same business-casual slacks and shirt, here's how to make an everyday outfit work anywhere.

The Office

You don't have to make Jeter money to project power at work. "A large-faced Platinum watch like James Bond's choice from Omega or a new model from Patek Philippe," says jewelry and style expert Michael O'Connor, "adds an instant air of professionalism."

"Platinum is the perfect choice for men's jewelry and watches," he adds. "It presents a masculine, sleek look that shows a man understands quality and long-term value. Platinum's durability works for a man's more rugged style, it doesn't tarnish or lose its color, and it feels substantial."

Cocktail Hour

If you suddenly have to meet clients for after-work drinks, you needn't dash home to change.



Platinum accessories change the look and feel of any outfit.

You've already got your watch, now add a Platinum lapel pin. Chris Aire makes one that suggests you dressed specifically for the event.

Black-Tie Affairs

If you accessorize right, your slacks and shirt can even get you through a black-tie dinner. Just add a blazer and a pair of Platinum and diamond cuff links from Daniel K. Or, if you really need to make an impression, follow Keanu Reeves' lead: He wore Kwiat Platinum and diamond shirt studs to the 2006 Academy Awards.

Weddings

No event is more black-tie than a wedding, and the one accessory that matters most is the ring. Platinum wedding bands, in various finishes, come from the likes of Jeff Cooper, A. Jaffe, and Diana Classic. Someday, maybe Derek Jeter will find himself, like other celebs including Tom Cruise, saying "I do" in Platinum.

For more tips, visit the Web site www.preciousplatinum.com.