



They show that you don't have to wear Stubbies and Blundstone boots to be a real man

*LEFT: Former international model Paul Giles has set up a new business for men in the Hills to boost their image.*



## Helping men dress themselves

By Lisa Pahl

The clothes make the man – and the right outfit can hold the key to making him a happier and more successful one, according to a Hills stylist.

Former international model Paul Giles believes modern men struggle to find their own style and find it difficult to know how to dress.

It is a problem that the Woodside man says could be costing them a new job, a promotion or even a chance at love.

"You get one chance to make a first impression and you want to make it a good one," he said.

The Melbourne-born man began modelling soon after leaving school and has worked with top fashion labels including Issey Miyake, Nike, Calvin Klein, Ralph Lauren, GAP and Hugo Boss.

His long-running career taught

him how to shop, style and take care of himself – skills he is now passing on to Hills men after setting up his personal styling business, Style Shift, last year.

"A lot of friends and friends of friends kept asking me for advice, saying 'I'm getting married, what should I wear' and things like that," Mr Giles said.

"People were coming to me, so I thought I could make a business out of it."

### Shopping

The father of three offers advice on identifying individual style, building a wardrobe that suits each client and offering health and fitness advice.

He even takes them shopping to show them what clothes and accessories they should look for and can help them dress for everything from a job interview to a first date.

A change in style could boost a man's confidence, improve his relationships and project a positive professional image, Mr Giles said.

"Style I think is really important in a professional field, it could be the maker or breaker for a man," he said.

"If you feel comfortable and professional, it will be projected in what you do."

"Even if it helps you with 10% more confidence, it's going to help you down the track."

There was little advice for men on how to dress, Mr Giles said.

"Women are lucky – they have got so much direction in regard to magazines, shops and assistants to help them," he said.

"I don't think that there's that much on offer for men."

A raft of well-dressed Hollywood and sporting identities, such as Johnny Depp and David Beckham, was helping renew interest among men in their personal style, Mr Giles said.

"They show that you don't have to wear Stubbies and Blundstone boots to be a real man," he said.