



Paul Giles has found a niche offering styling advice to men

Savvy SHOPPER

A pair of dark blue jeans, chinos, a jacket and a collared shirt in their wardrobe – but definitely no polar fleece.

It is a mix that will take men most places, says model-turned-style-adviser Paul Giles.

Targeting guys in their late 30s to early 50s, Paul offers a styling service that ranges from finding an outfit for a special occasion to overhauling an entire wardrobe.

"I was finding men my age weren't confident about how they looked and didn't like shopping for clothes," he says.

Based in the Adelaide Hills with his wife Jacinta Smart and their three daughters, Paul has had a colourful career, beginning as a lifeguard in Sydney and including stints as a landscaper and farm manager. However the most influential period was the decade spent as a model in Japan and the United States where his love of well-made clothes and good grooming became ingrained.

At a career crossroads earlier this year, Paul decided a styling service for guys was a niche he could fill.

"There's a lot of help out there for women," he says. "But it can be tough for guys to ask for help."

Admitting he feels more like a life coach at times,

Paul says his greatest asset is that he is a "bloke".

"I have a family, I spend my weekends at kids' sport, I don't mind a beer and I like the footy," he says, adding that none of that precludes him from also wanting to look good.

Paul's service includes a free consultation followed by one and two-hour styling sessions as well as half and full-day options.

He says there are 10 to 12 items, including blue jeans and chinos, which are wardrobe essentials. Once he's identified the gaps in a client's wardrobe, he'll take them shopping or provide them with ideas on what they need to get.

"I consider myself a good shopper and I'm careful with people's money," he says.

His clients range from guys emerging from marriage breakups to those in demanding careers who don't have time to shop but want the latest looks.

Paul's advice extends beyond clothes to glasses, hairstyles, diet and health – and he's even been called on to provide a calming voice before a big date.

Fees vary from \$85 per hour to \$600 for a full day. www.styleshift.com.au