



## Well-Dressed Men Survey 2011



### **Being Well-Dressed Has Personal, Social, and Professional Benefits**

With the success of hit TV shows celebrating the glory days of crisp shirts, power ties, polished shoes, and sharp suits, there's no better time to take a long, hard look at our country's current state of fashion. According to a new survey by Men's Wearhouse, it is the clothes they wear that allow men to express the kind of people they are. And while many confess to feeling underdressed most of the time and associate with more of an "everyday Joe" kind of style rather than sleek and debonair, they recognize the alluring possibilities that being well-dressed offers beyond their closets: better relationships, more success at work, higher pay, and even greater confidence.

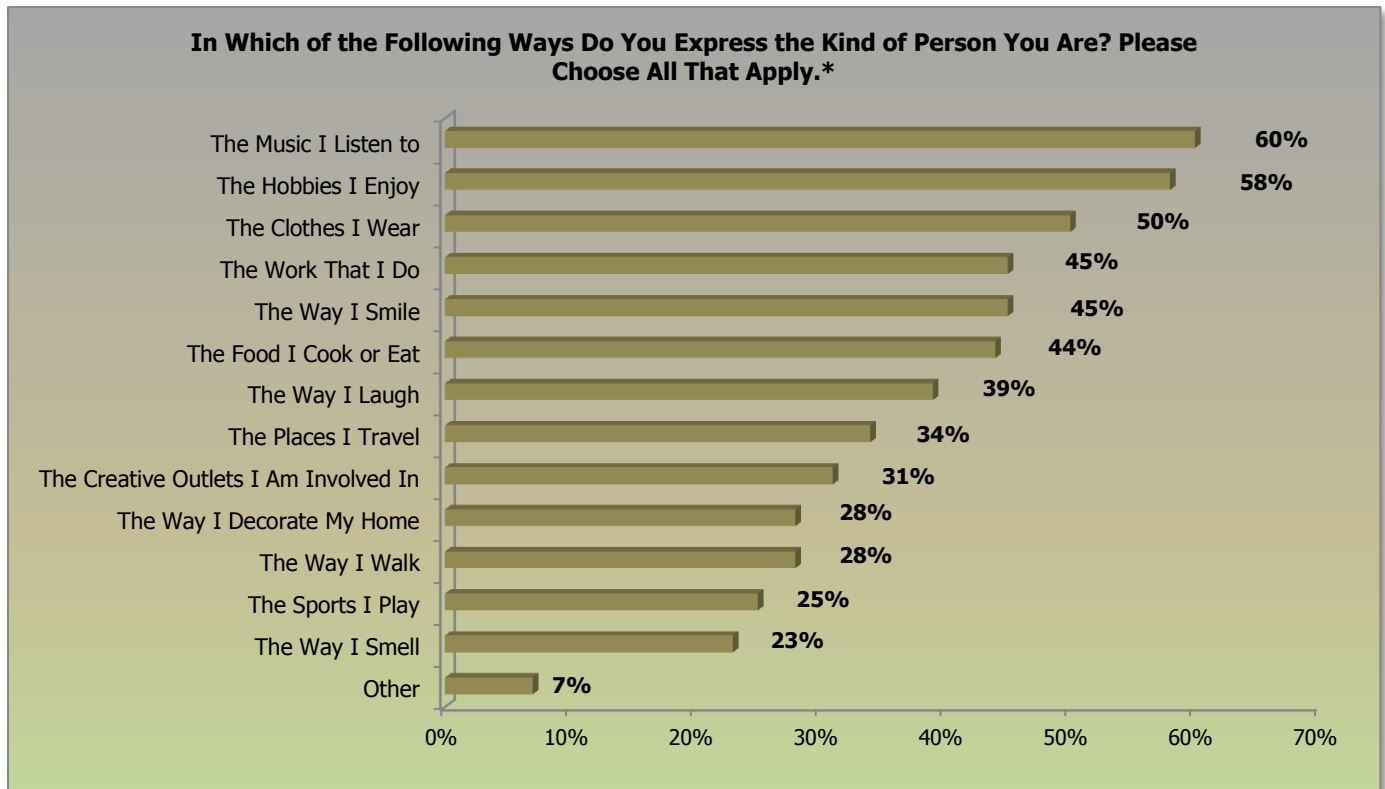
Americans affirm that dressing well is an integral part of life and know that it can help a man appear to be more physically attractive than he really is. They see stylish men as confident, successful, sophisticated, smart, and sexy and even think that well-dressed men are more well-liked by those around them. This is especially true when a man wears a suit. Not only do they feel more confident and more successful when they are at work, but men relish the opportunity to impress others and even spend more time on the rest of their appearance.

Well-dressed men fare better in relationships, too. Some Americans go so far as to say that women are more likely to marry a man who is put together than one who isn't. Many women wouldn't even consider a second date with a man who was clueless when it came to his clothes. Some would even break up with their main squeeze if he did not dress well.

However, being well-dressed isn't as easy a feat as it sounds. For starters, when it comes to fashion, Americans are far from getting a perfect grade. Some chalk this up to a lack of know-how, while others blame a painful and dreadfully boring shopping process as the reason they haven't gotten their hands on more stylish duds. Luckily, the desire is there, as many admit their wardrobe could use a massive makeover and would be willing to go to some pretty extreme lengths to get one.

## 1) **CLOTHING MAKES THE MAN**

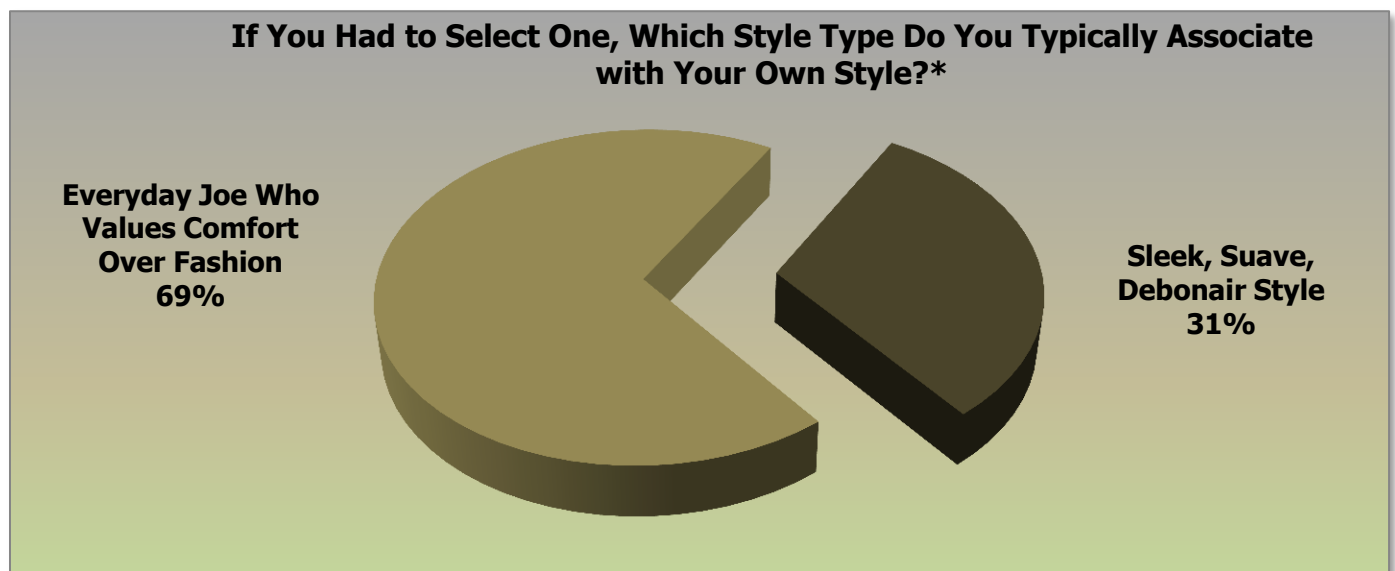
- **Express Yourself.** There is a plethora of ways men express themselves, and their clothing is a sure bet for many. Half (50%) admit their attire conveys the type of person they are more so than personal parts of their lives like the work they do (45%), places they travel (34%), or the sports they play (25%).



**\*Among Male Respondents**

- **No Photoshop Required.** Luckily, almost all (91%) Americans think that dressing well can help boost a man's looks by making him appear more physically attractive than he really is.
- **Let the Clothes Speak for Themselves.** However, many assert that the way a man is dressed can also say a lot about his character. Americans think well-dressed men are confident (67%), successful (55%), sophisticated (38%), smart (35%), or sexy (30%).
  - More women than men think a well-dressed man is confident (75% versus 58%), sophisticated (44% versus 33%), smart (37% versus 31%), or sexy (37% versus 22%).
- **What Not to Wear.** Almost seven in ten (65%) Americans believe that a man's maturity level can be measured by what he wears.
- **Well-Suited for Smiles.** What's more, a majority assert that well-dressed men are treated with more kindness (84%) and are more well-liked (66%) than men who aren't as polished.

- **Life Lessons.** Given that so much can be determined by what a person wears, it's no surprise that close to two-thirds (68%) of Americans consider being well-dressed an important part of life.
  - More women than men (75% versus 61%) think that having a great sense of style is an essential part of life.
  - Similarly, more Americans ages 25–34 than their 35+ counterparts (75% versus 67%) see the importance of being well-dressed.
- **Up to the Challenge.** Perhaps this explains why close to three in ten (27%) believe the clothes define the man, not the other way around.
- **Casual Comfort.** So how does all this bode for men of today? A majority (69%) of American males identify with a style that resembles the "everyday Joe" and value comfort over fashion, more so than a sleek, suave, debonair look.



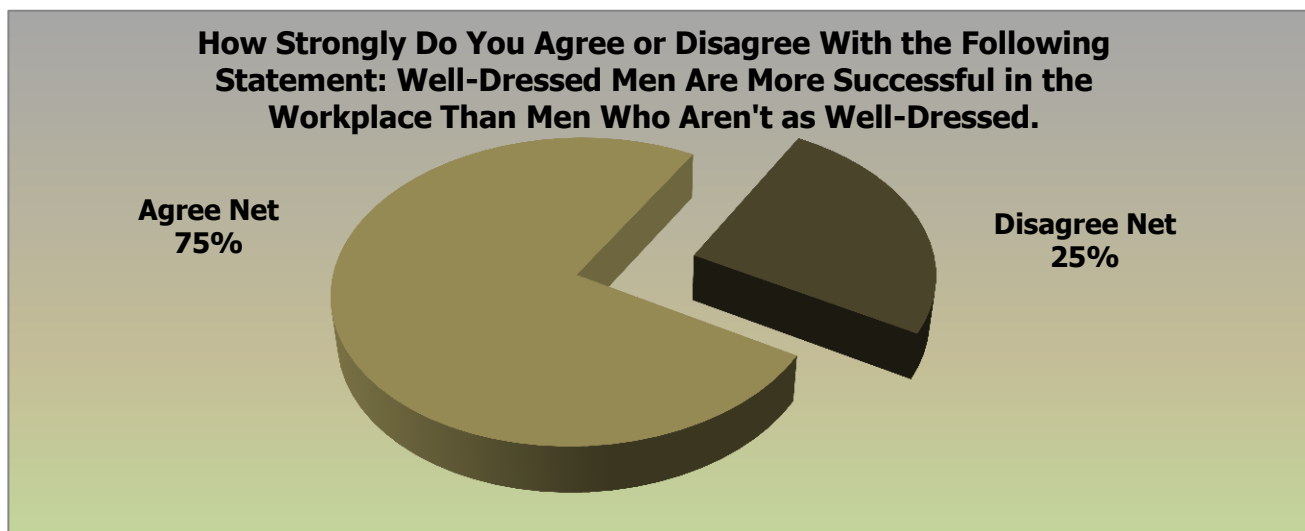
**\*Among Male Respondents**

- More Americans ages 55 and older than their 25–54 year-old counterparts (79% versus 66%) go for comfort rather than a sleek style.
- **Not Better to Be Underdressed.** Perhaps it's their laid-back style that has nearly three-quarters (72%) of men feeling underdressed most of the time.
- **Losing Touch.** Given the fact that comfort trumps style these days, it's no surprise that 73 percent of the population believe that men don't dress as well now as they did 20 years ago.

## 2) SUITING UP

Although a majority of men prefer dressing down, there are plenty who enjoy putting on a suit. Perhaps it is because being well-dressed doesn't just look good, but for many, it feels good, too.

- **Finest Attire.** When men wear a suit, the reasons are as numerous as the stitches in their jackets. While more than half (52%) say it's usually for a special occasion, others are more thoughtful and admit they simply enjoy being dressed up (36%) or relish the chance to impress others (25%).
- **No Matter the Season.** Nearly all (94%) men have purchased a suit at some point in their lives. Weddings (37%), interviews (32%), a new job (30%), or a change in weight (25%) are popular reasons why men have added a suit to their wardrobe.
- **At First Glance.** Simply putting on a suit can have immediate results. More than eight in ten (83%) Americans think that a man instantly looks better when he slips one on.
  - More women than men (87% versus 80%) believe in the power of the suit and think men instantaneously look better wearing one.
- **Made for a Certain Man.** When they wear a suit, men admit their inner confidence peaks (41%), people take them more seriously (34%), or they feel more accomplished at work (25%). Close to a quarter (23%) feel smarter when they're wearing one.
  - More men who identify their style as sleek rather than as the everyday Joe (57% versus 34%) feel more confident whenever they wear a suit.
- **Dress for Success.** Three-quarters (75%) of Americans think well-dressed men are more successful in the workplace than guys who aren't as put together.

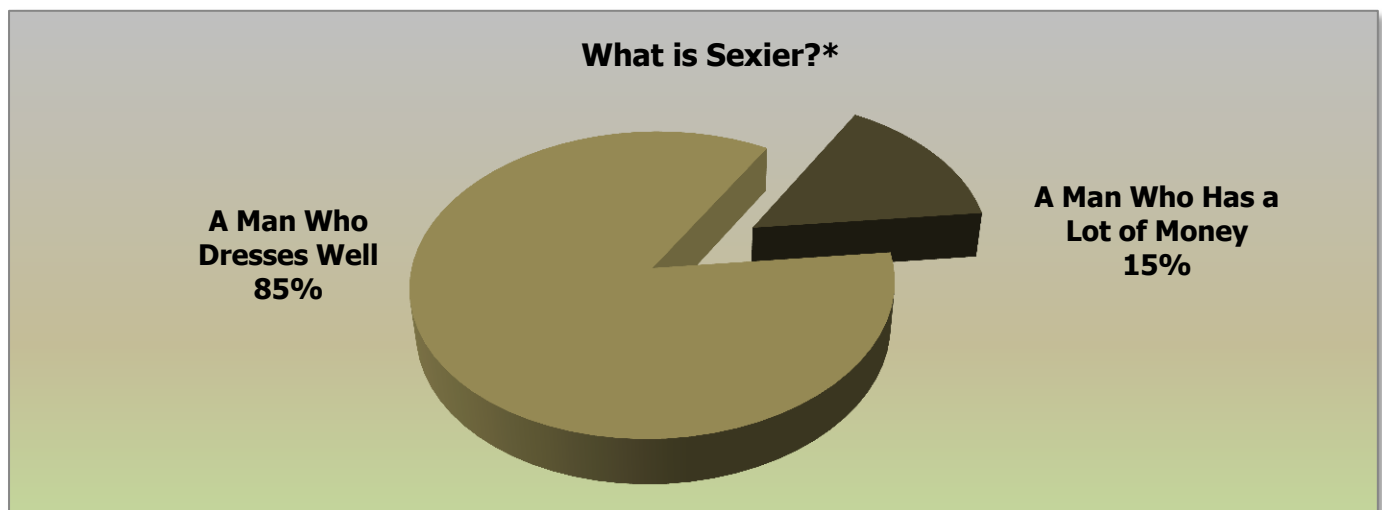


- **You're So Vain.** In fact, more than half (55%) assert that a man's level of success can be measured by the clothes he wears.

- **Dressed to Kill.** Nearly a quarter (22%) of men think they'd earn more money at their job if they dressed better than they currently do.
  - More men who think their wardrobe needs improvement than those who don't (25% versus 14%) believe they'd earn more money if they were better dressed.
- **Suit Up.** Not surprisingly, wearing a suit may help in social situations, too. Women admit that when a man dons a suit, he looks professional (62%), handsome (60%), sophisticated (52%), successful (52%), or even mature (42%).

### 3) RULES OF ATTRACTION

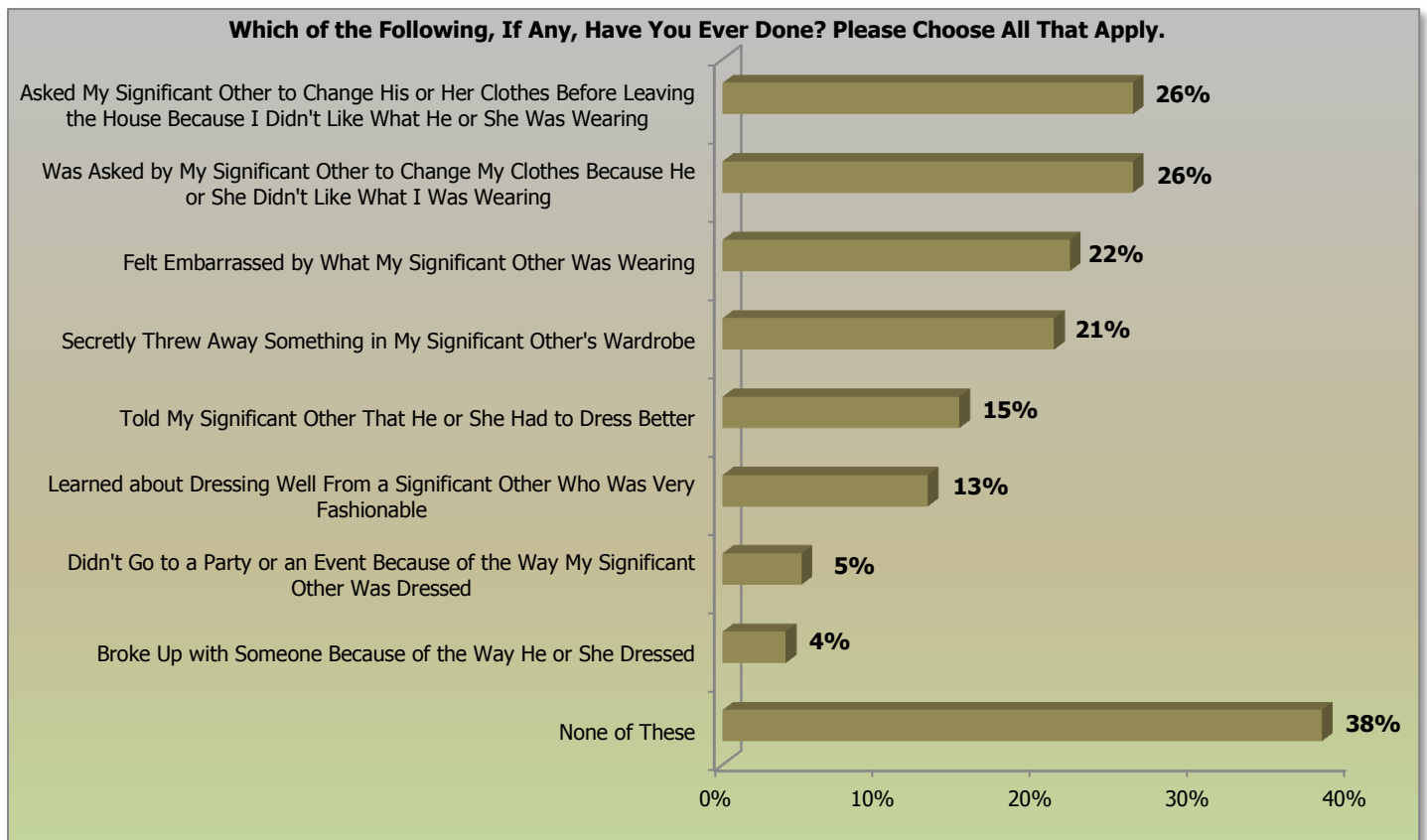
- **Keep Your Money.** The way someone looks is perhaps one of the most important aspects of attraction. Perhaps this is why a majority (85%) of women think a guy who dresses well is sexier than one who has a lot of money.



\*Among Female Respondents

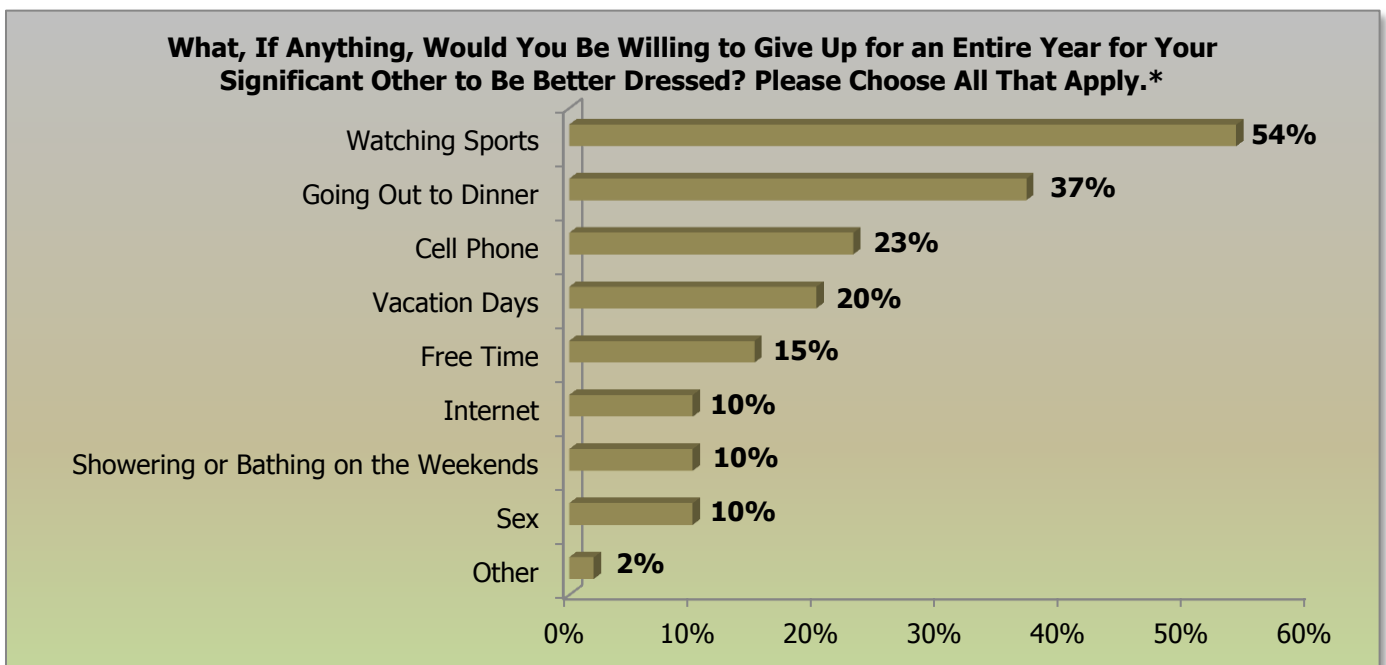
- **The Gentleman, Not the Officer.** They are also quick to stifle the classic belief that men in uniform are sexy. Close to two-thirds (63%) of American women find a man in a suit more attractive than one in his work attire.
- **What a Man!** It's no surprise, then, that nearly three-quarters (74%) of Americans assert that one of the sexiest things a man can do is to dress well.
  - More women than men (78% versus 69%) believe that one of the hottest things a guy can do is dress well.
- **The Stare Down.** This is likely why four in ten (40%) Americans think most women would notice the way a man is dressed rather how he is groomed when initially meeting him.

- **Look Sharp or Go Home.** So it's understandable that nearly three in ten (29%) women wouldn't even consider a second date with a man who didn't dress well the first time they were together. That's more than those who would end things if a man didn't make a lot of money (7%) or have a college degree (5%).
- **Coming on Strong.** However, the fashion judgment doesn't stop after the first date. Close to three in ten (29%) women confess they'd consider breaking up with someone if he didn't dress well.
- **Put a Ring on It.** This is likely why close to two-thirds (64%) of Americans believe that women are more likely to marry a well-dressed man than one who isn't as put together.
- **Two-Way Street.** When it comes to relationships, it seems that ridiculing a partner's fashion sense isn't off-limits, either. Nearly three in ten (26%) Americans have asked a significant other to change his or her clothes before leaving the house because they didn't like what their loved one was wearing. Similarly, the same amount (26%) was asked to put on something new because their significant other wasn't a fan of their ensemble.



- More women than men (36% versus 15%) have asked their partner to change their clothes before leaving the house because they didn't like the outfit.
- **Humiliated by Their Honey.** Close to a quarter (22%) admit they've been embarrassed by a significant other's choice of clothing.

- More women than men (31% versus 12%) have felt humiliated by something their significant other wore.
- **Designed for the Landfill.** Others (21%) took it a step further and secretly threw away something in their partner's wardrobe because they didn't like the piece.
  - More women than men (32% versus 8%) have taken matters into their own hands and disposed of an article of clothing from their loved one's wardrobe without them knowing.
- **Change is Good.** Perhaps this is why close to two-thirds (65%) of women in relationships think their significant other's closet could use a makeover.
- **A Bonding Experience.** Fortunately, a majority (82%) of attached ladies enjoy helping their significant other shop for new threads.
  - More women ages 25–34 in relationships than those 35 and older (93% versus 78%) enjoy helping their partner shop for clothes.
- **What I Wouldn't Give.** Beyond shopping, close to three-quarters (72%) of Americans in relationships would even be willing to give up something in their lives for an entire year in exchange for a well-dressed partner. Many would sacrifice watching sports (54%), going out to dinner (37%), using their cell phone (23%), or vacation days (20%) to ensure their partner is stylish.



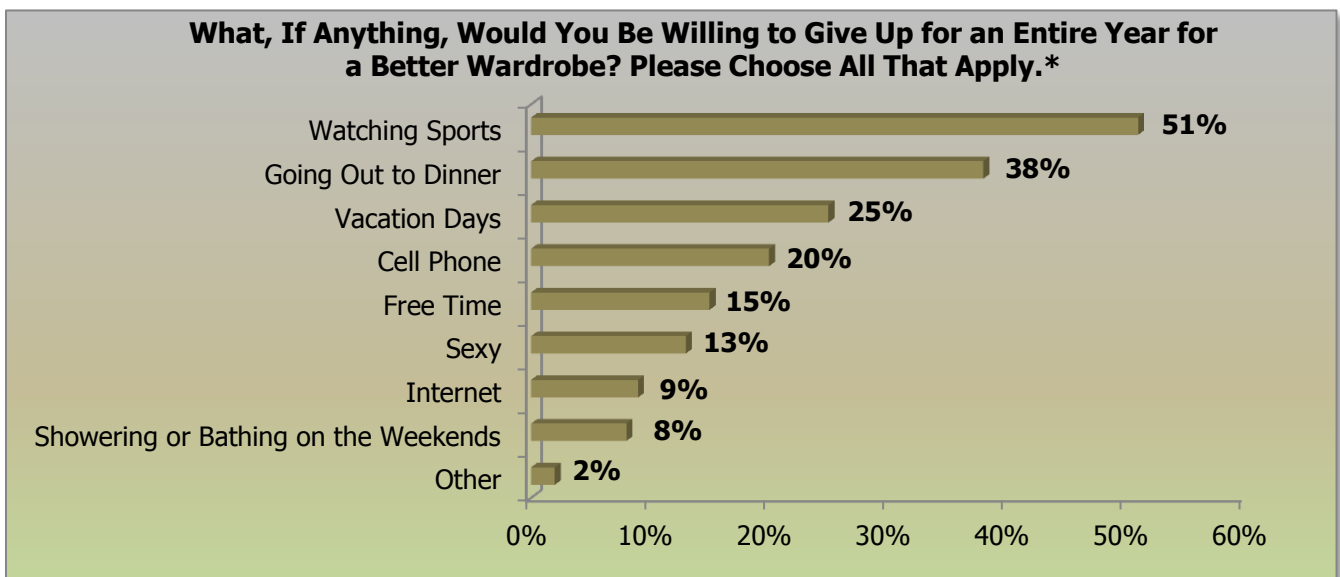
**\*Among Respondents in Relationships Who Would Give Up Something for an Entire Year for Their Partner to Be Better Dressed**

- More women in relationships who would be willing to sacrifice something to have a better-dressed partner than their male counterparts would give up watching sports (61% versus 47%) or going out to dinner (41% versus 33%).

#### 4) **THREADS TO BEAR**

Although fashion is important to many Americans, most are far from getting a perfect grade.

- **On Their Radar.** Nearly two-thirds (63%) of Americans admit fashion is something they hold dear.
  - More women than men (70% versus 55%) and more 25–34-year-olds than their 35+ counterparts (75% versus 59%) own up to the importance of fashion in their lives.
- **Openly Honest.** Caring about fashion and actually looking stylish are two very different things. In fact, close to eight in ten (77%) Americans confess that their current wardrobe is in need of a makeover.
- **Falling Short.** If they had to get a grade for fashion sense, only 12 percent of Americans would give themselves an "A." Close to half (45%) would score in the "B" range, while 34 percent say their looks would be a "C."
- **Seeking Fashion Sense.** This may explain why more than four in ten (42%) would dress better than they currently do if they simply knew how.
- **Great Lengths.** In fact, close to eight in ten (78%) Americans would give up something in their personal lives for an entire year for the sake of a better wardrobe. Some would go so far as to pass up watching sports (51%), going out to dinner (38%), their hard-earned vacation days (25%), or even their cell phone (20%).



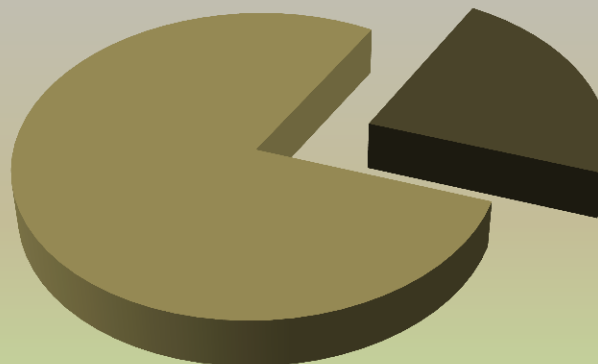
**\*Among Respondents Who Would Give Up Something for an Entire Year**



- More women than men (87% versus 69%) would be willing to sacrifice parts of their life for better clothes, such as watching sports (61% versus 38%) or going out to dinner (41% versus 36%).
- **Shopping with Dread.** Perhaps the lack of fashionable clothes in their closets boils down to the fact that Americans (52%) don't look forward to going clothes-shopping for themselves.
  - More men than women (56% versus 49%) despise going shopping to fill their wardrobes.
- **Necessary Routine.** Many (56%) see the overall experience as a necessity they just have to get through. Far fewer consider shopping fun (41%), exciting (31%), or awesome (17%).
  - More men than women (60% versus 53%) think that shopping for clothes is a necessity whereas more women than men (50% versus 32%) think it's fun.
- **What a Bore.** In truth, others go on to say that shopping is frustrating (24%), routine (20%), boring (13%), or even painful (9%) or dreadful (9%), while only 1 in 4 (25%) think shopping is a positive experience.
- **First Impressions.** Perhaps this is why close to a quarter (23%) think that shopping for a suit is more intimidating than going on a first date.
- **Shout It Out Loud.** Luckily, Americans aren't afraid to speak up. Nearly eight in ten (78%) are comfortable asking for help or someone else's opinion when clothes shopping for themselves.

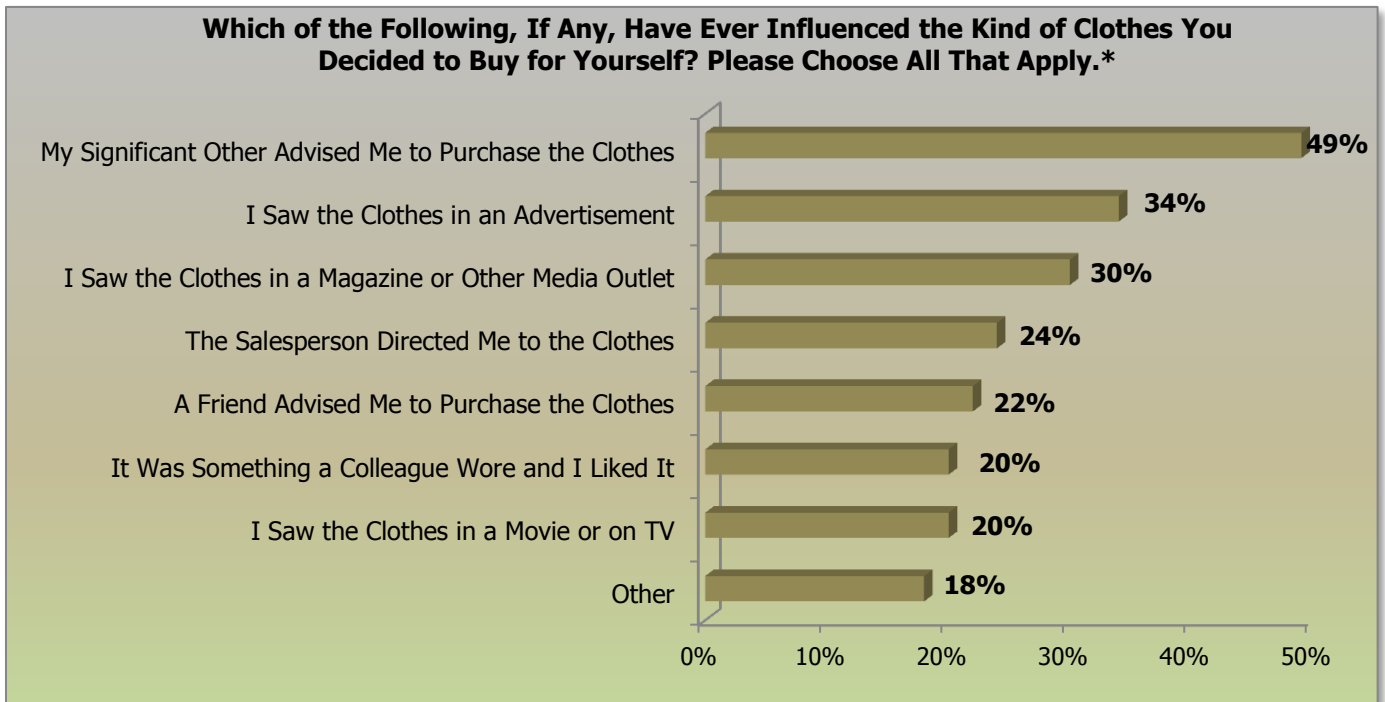
**How Strongly Do You Agree or Disagree with the Following Statement: I'm Comfortable Asking for Help or Someone Else's Opinion When I Am Clothes Shopping for Myself.**

**Agree Net  
78%**



**Disagree Net  
22%**

- **Impressionable Shopping.** In fact, about half (49%) of men admit to being influenced by their significant other to buy certain clothes for their wardrobe. Others say they saw the clothes in an ad (34%), or a magazine (30%), or that they followed the advice of a salesperson (24%) or friend (22%).



**\*Among Male Respondents**