

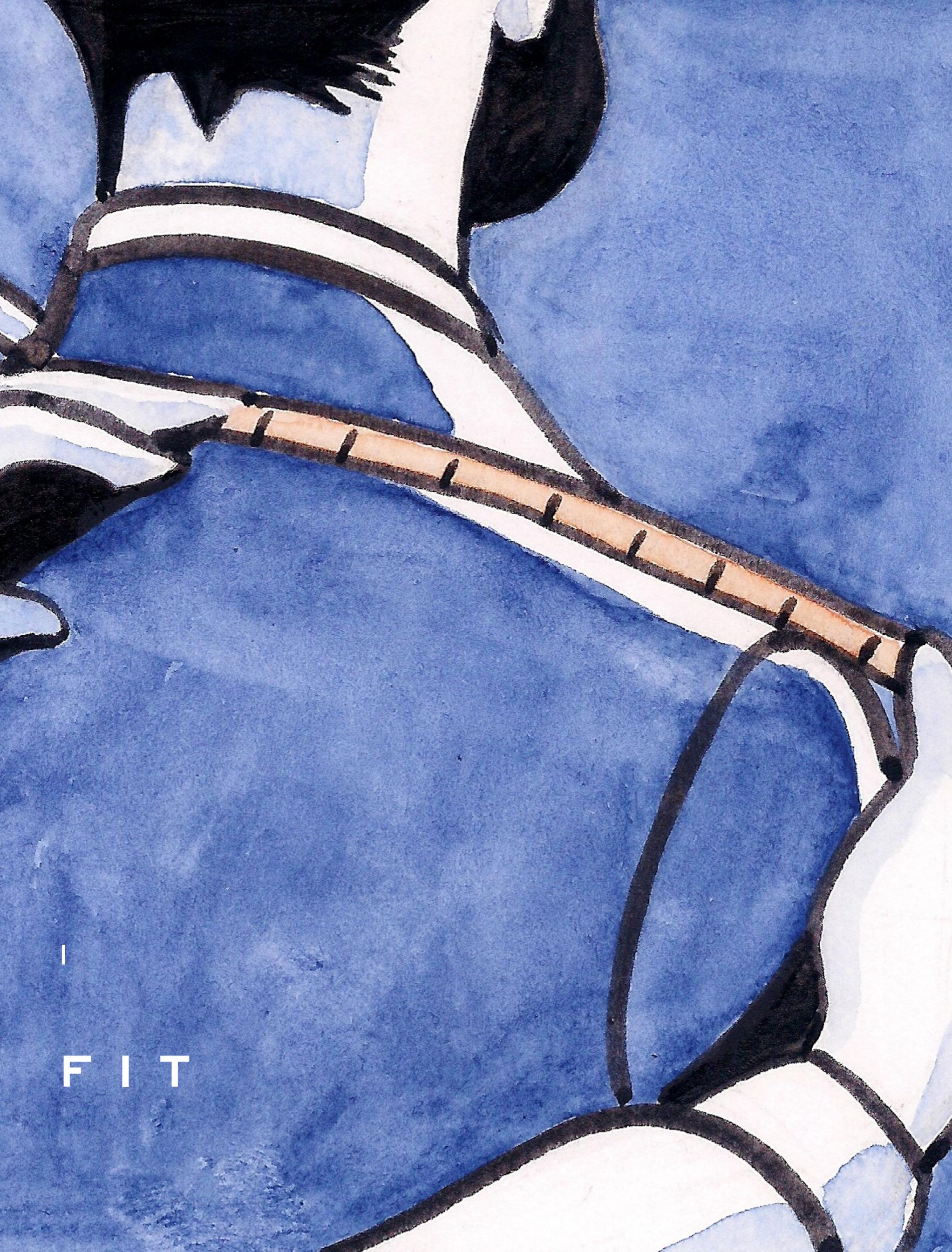
 **A K L A S U**

P I L L A R S O F S T Y L E



P R E F A C E

Fundamental aesthetic theories have existed in art and design for thousands of years, shaping objective perceptions of beauty. In today's world, mass marketing and production have created an ever-shifting definition of 'style.' In spite of such changes, elementary principles endure for those who embrace understatement, class and sophistication. These core elements of taste inform AKLASU's Pillars of Style and guide our curated collections.



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FIT

Even without adornment, the human form exemplifies good design. That being said, clothing should honour the body's inherent beauty just as it has inspired artistic treasures and musical masterpieces. Our first Pillar is fit, a notion captured by master American suit-maker Sid Mashburn. Year after year, he declares, the clothes in style are those that fit.

Clothing should complement the frame, drape the body, never pinch and never hang loose. It should move with your form rather than tugging against it, allowing a full range of motion. Nothing works better than a gentle taper, acknowledging the body's curved lines without compromising the defined edges essential for masculine attire.

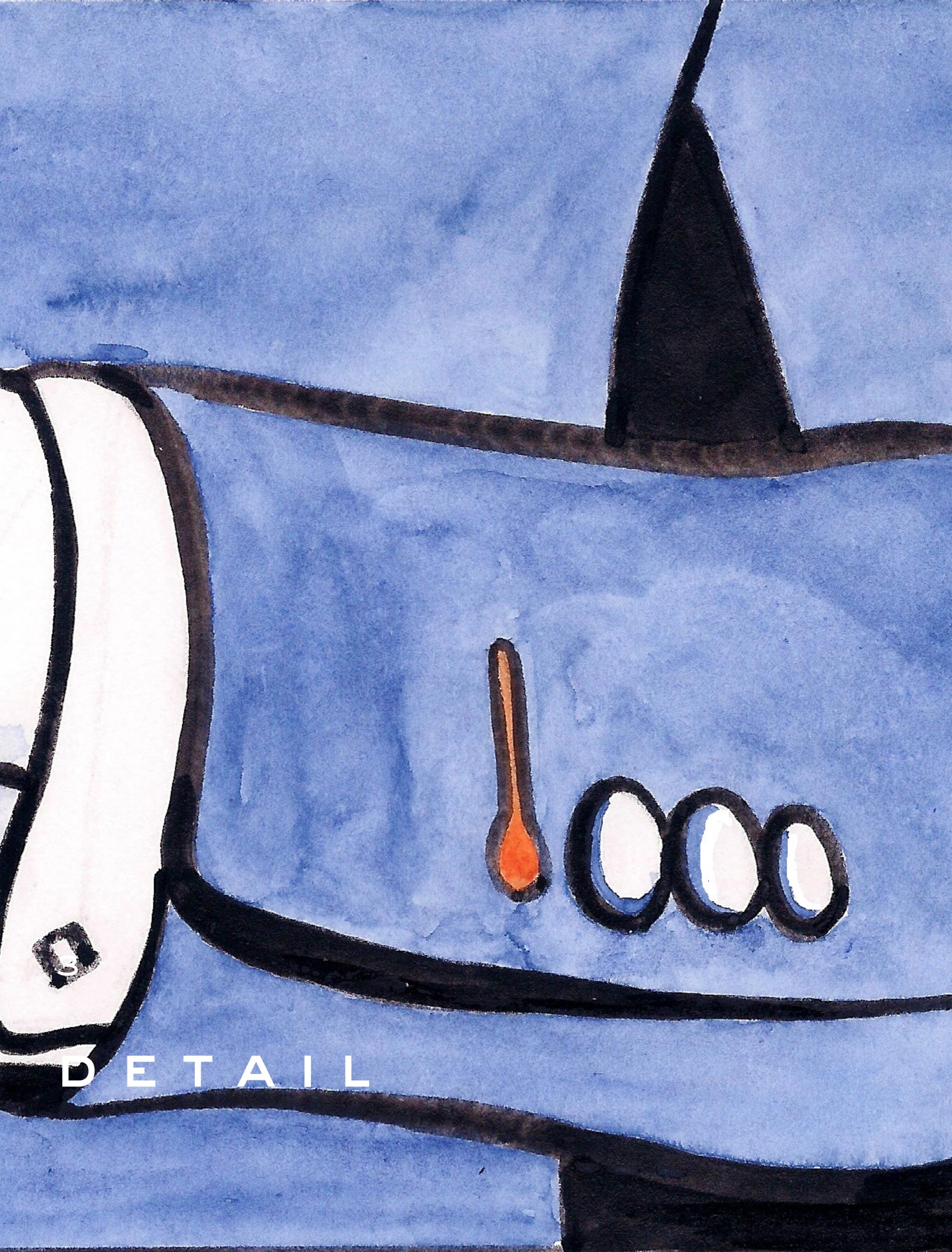


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PROPORTION

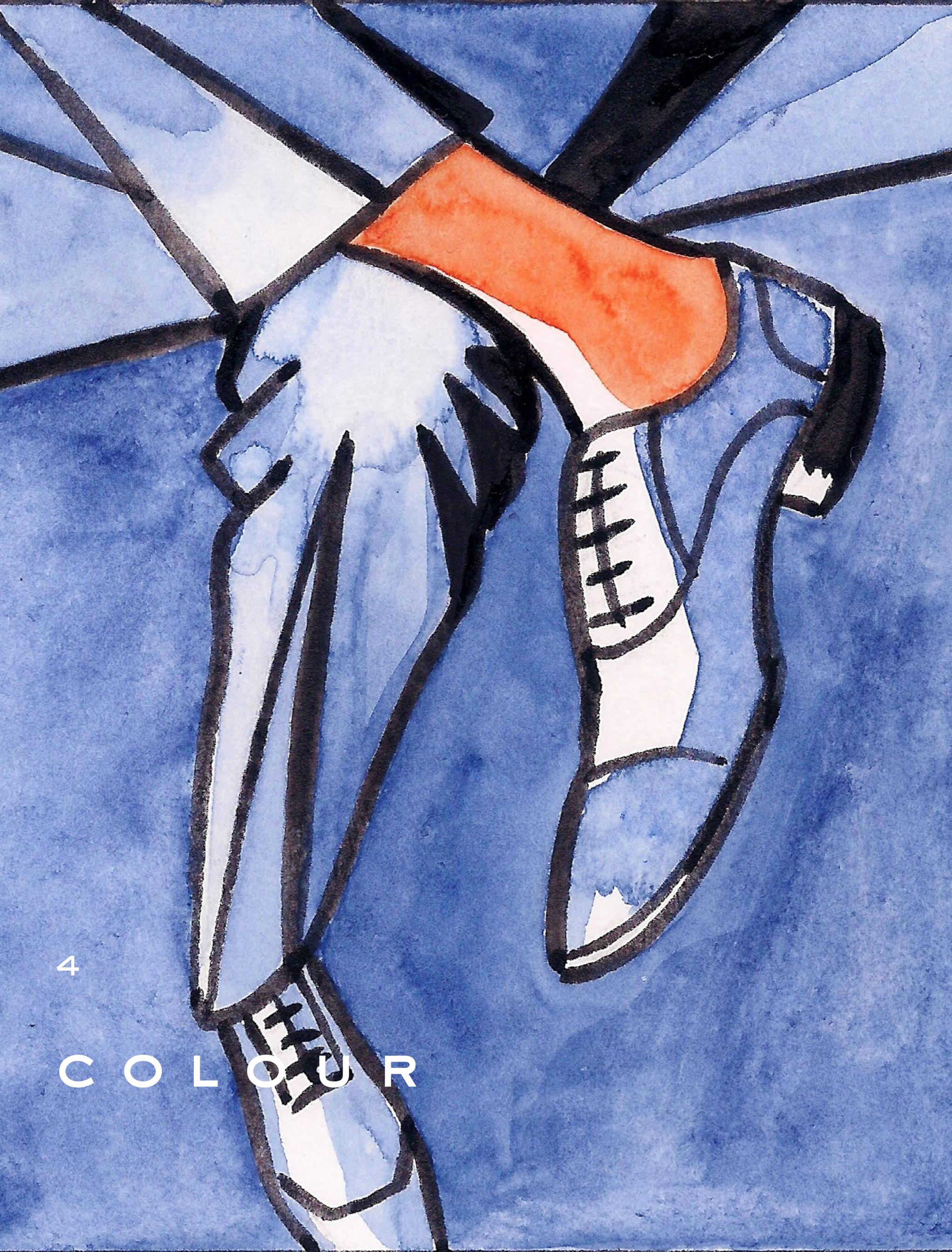
The interaction of an outfit's elements is crucial to the wearer's presentation and intimately tied to fit. Proportion defines this interaction, as the relative size of each component draws the whole ensemble together.

Proportion can be divided into sections across the body: for the torso of a suit, the coordination of a collar spread, tie knot, and lapel width; for the leg, the interplay of pant break, cuff circumference, and shoe height. These factors play an integral role in the overall accomplishment of a certain 'look', relaying not only a man's style but the education behind it.



DETAIL

His experience and taste contribute to a sense of nuance. Some sharp eyes will notice a calculated interplay of tiny details, but often only the wearer himself will comprehend them. Intricacies signal care, whether in subtle pick stitching around the edges of a breast pocket, a particularly angled lapel, or a well-chosen accent colour. The details make all the difference, separating one man's style from the next.



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C O L O U R

A complementary choice of hue requires a discerning eye. Certain colours may work well together in theory, but may not be the best combination for an individual.

Dressing is a visual art, and the proper palette creates harmony between potency and panache. At AKLASU, we offer a balanced selection of colours to flatter all styles of suits and tailoring.



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P A T T E R N

Despite being critical to the visual experience, patterns can create chaos. The mind rejects what it cannot organise; logical structure is paramount to polished dressing. Constructing a pattern is an exercise in balance, presenting graphics in an orderly and appealing format. Repeating a weak pattern across the tie and pocket square can be under-stimulating, just as two 'loud' patterns will clash and scream 'over-done.' A suitably subtle pattern used in the right place will create the desired effect: not ostentatious, but undeniably noticeable.



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S I M P L I C I T Y

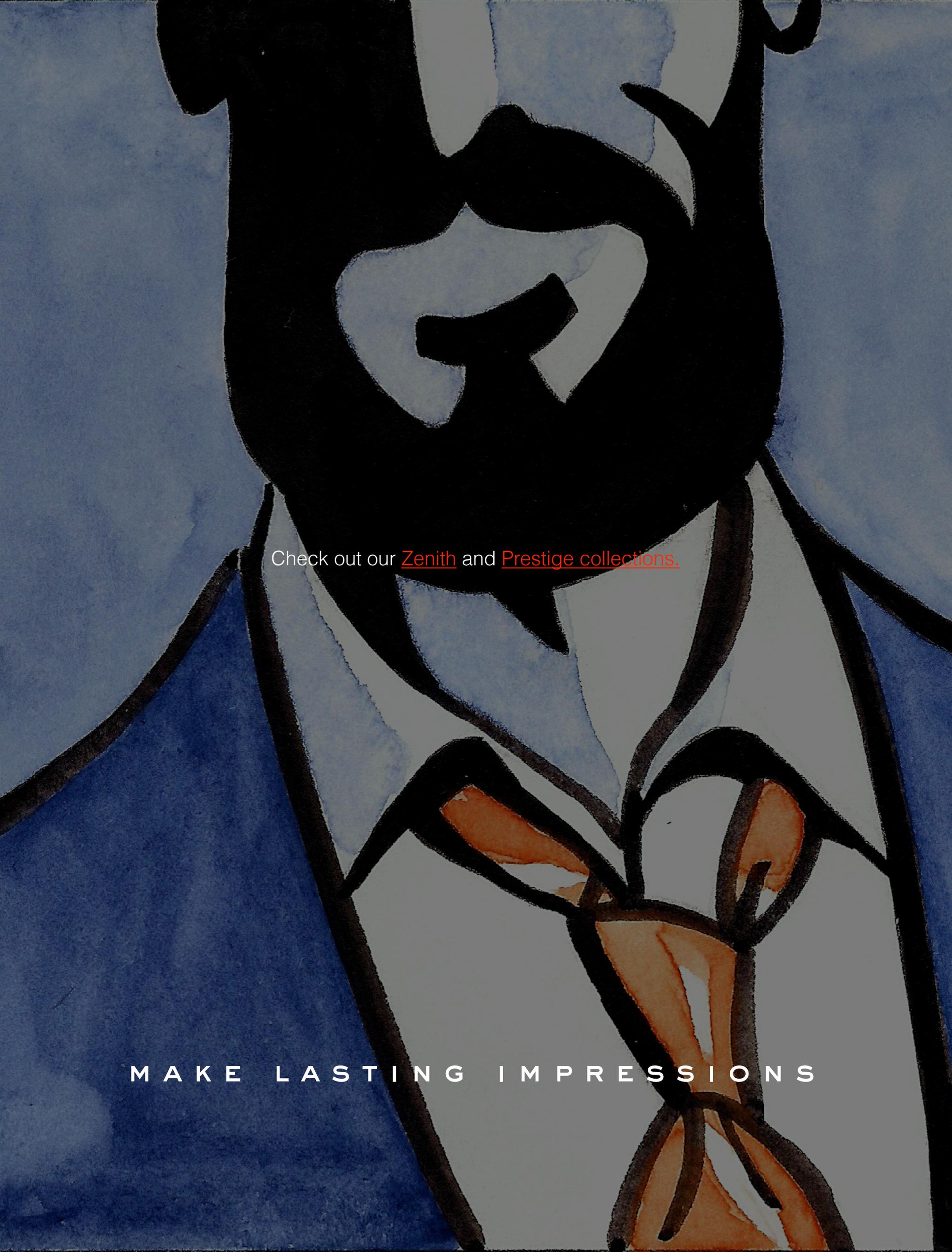
Simplicity is sophistication. Refined Japanese design adheres to the principle of kanso (簡素), the elimination of the unnecessary. Similarly, Italian aesthetics embrace sprezzatura, an elegant nonchalance described by Luciano Barbera:

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A man must face the world with sprezzatura. It literally means detachment, but a better way to think of it is quiet confidence or low-key style. The most forceful statement is understatement.

Sprezzatura and kanso are conveyed via clear, functional design. Both refer to a way of living as well as a mode of dress. At AKLASU, that signature 'understatement' is the foundation of our philosophy. It is a curated look, closely edited yet freely expressed, always superior but never ostentatious. It is balanced asymmetry. An AKLASU gentleman exudes confidence, refinement and cultured chic. Carefully chosen pieces make for timeless style, steadfast through changing fads and trends.

This is what it means to look good, always.



Check out our [Zenith](#) and [Prestige collections](#).

MAKE LASTING IMPRESSIONS