

Betsy Durkin Matthes •

# Dressing the Man You Love



A Woman's Guide  
to Purchasing,  
Coordinating,  
and Caring for  
His Classic Wardrobe

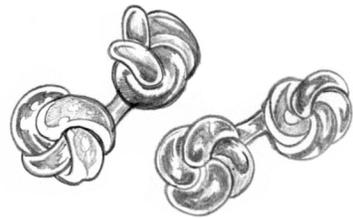
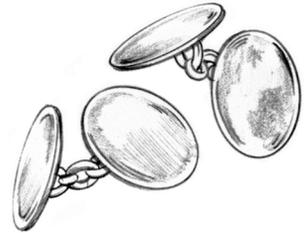
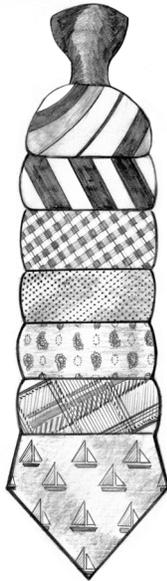
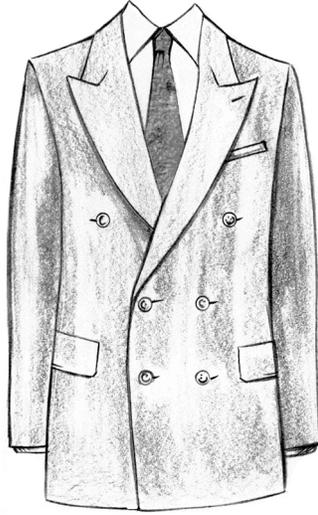
**Dressing The Man You Love:  
A Woman's Guide to Purchasing, Coordinating, and Caring for His  
Classic Wardrobe**

A well-organized, non-intimidating resource, Dressing The Man You Love: A Woman's Guide to Purchasing, Coordinating, and Caring for His Classic Wardrobe, pushes aside the curtain marked "for men only" to explore the world of men's time-honored fashion.

With sections on: how to assess a man's clothing needs, the best cut of suit for any body type, the right colors for different complexions, surviving the men's department experience, the elements of a quality garment, how to work with salespeople and tailors, as well as simple rules for successfully mixing and matching apparel, this book is an invaluable tool for any woman looking to improve the appearance of the important men in her life.

Also included are "secrets of success" shared by other women with similar challenges as well as an unlimited number of suggestions by the author for preserving his newly acquired assets, including tips for laundering, mending, polishing, and storage.

With over 150 illustrations, an easy system for helping him maintain his look even when she can't be there, as well as an extensive glossary and index, this book provides a one-stop guide that is accessible and fun to read.





## BETSY DURKIN MATTHES

Betsy Durkin Matthes is a former actress, singer, dancer and song lyricist who, early in her performing career, learned the importance of “dressing for the part you want.” She developed a reputation for this unique ability and was often sought after for advice by fellow actors.

The idea of translating this skill into a book came about when Joan Jaffe, an actress and comedian who was teaching a course in On-Camera Commercials at the Screen Actor’s Guild Conservatory, asked Ms. Matthes to do some research for her class. In the process, Ms. Matthes became fascinated with the subject of men’s classic clothing, its rich history, its attention to detail and the long-standing traditions that have made it so different from the fickle world of women’s wear. Thus was born, “Dressing The Man You Love.”

Before turning her talents to the subject of men’s clothing, Ms. Matthes appeared on Broadway, in numerous Off-Broadway productions, daytime dramas and national touring companies, working with stars such as Lauren Bacall, Jon Voight and Peggy Cass. She has over 100 television commercials to her credit, as well as 13 recordings by major artists. Her songs have been performed on “Search for Tomorrow,” “As the World Turns,” and “Texas.”

Ms. Matthes was born at Fort Benning, Georgia, where her father was in training to be a paratrooper. Her mother’s hospital room looked out on to the tower where the trainees practiced. At the age of three, Ms. Matthes jumped off the top of a flight of stairs certain she could fly just like her father. Later on, she remedied this problem by learning to fly a number of different Cessna aircraft.

After graduating high school, Ms. Matthes received a scholarship to the American Theater Wing and also studied at The School of American Ballet in New York City. It wasn’t until much later in life, however, that she fulfilled her dream of getting a “real” education and enrolled in Marymount Manhattan College as a “mature student.” She graduated in 1996 as the Valedictorian of her class with a major in International Studies and a minor in Women’s Studies.

Ms. Matthes is married to Jack Cortner, a music writer and arranger who has written the themes for Monday Night Football, the Edge of Night, Search for Tomorrow and numerous other television programs and long-playing commercials. She has a son, Peter Matthes, who is an assistant director for television commercials in New York City. She and her husband reside on Shelter Island, New York and in New York City.





## THE CONSUMER NEED FILLED BY THIS BOOK:

During the course of her research, Ms. Matthes interviewed scores of women ranging in age from the late teens through mid-sixties who were largely responsible for buying or assisting in the buying of their husbands/significant other's wardrobe.

The problems they encountered surfaced over and over again reflecting a lack of core knowledge about the subject and a frustration with the process of getting a reluctant man to look his best. There was a real need for a practical, down-to-earth source of information that covered everything from wardrobe structure to maintenance. Thus, "Dressing The Man You Love: A Woman's Guild to Purchasing, Coordinating, and Caring for His Classic Wardrobe" was born.

# **DRESSING THE MAN YOU LOVE: A Woman's Guide to Purchasing, Coordinating, and Caring for His Classic Wardrobe**

**By Betsy Durkin Matthes**

**This woman's guide to classic men's clothing will cover the following points for your viewers and listeners:**

1. From suits to socks, how to tell quality and value
2. The right type of clothes for his type of body
3. Alterations you should never be talked into
4. How his coloring should influence your purchases
5. The "triangle" that will make or break a handsome face
6. Men's fabrics—what to go for, what to avoid
7. Why cautious is good on casual Fridays
8. How to spot the best salesperson in the men's department and save time and money
9. The one perfect shoe every man should own—and why
10. Formal wear: all the necessary do's and don'ts
11. Shopping: how to make it enjoyable for both of you
12. Adding years to your clothing investment—tricks of the trade for caring for clothing
13. How to help your man dress well away from home (also works for men who are colorblind)
14. How to build a wardrobe from scratch for the new—or change of—career.

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By  
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A Set of Questions to Assist your Interviewer

1. Why did you write this book? Why is it so important for women to be knowledgeable about men's clothing?
2. Why do you focus on classic clothing?
3. What is the first thing women should do in order to help their men dress better?
4. You were telling me that 75% of the time when a man and a woman go shopping together; it is the woman who will call the shots on the final decision. Why?
5. What is the best way for women to help men overcome their resistance to clothes shopping?
6. Every man's body is different. Doesn't that present a problem as to what is the right thing to buy?
7. Can you give me some examples?
8. Let's talk about color. What is the most common mistake women make when helping a man decide what color shirt, sweater or tie to buy?
9. How do we tell what colors will be best for him?
10. You talk about the triangle of interest. What is that exactly?
11. What about combining colors and patterns? Is it okay to have him wear more than two colors, more than one pattern?
12. You have a lot of detail in your book. For example, you explain the difference between a pocket square and a handkerchief. Do most men really need to know that?
13. Let's talk about shoes. Do men have as many options as women?
14. What about Casual Fridays? Isn't the whole workplace growing more casual?
15. Is there a right way to buy a tie? What do women do wrong there?
16. Give me some cleaning tips. How often, for example, should a suit be dry-cleaned?
17. What does a man do if he is colorblind?
18. What should a man wear if he is invited to a "Black Tie Optional" affair and he doesn't own a tuxedo?

# Television Interview Screen Postings

For the 3 to 5 minute interview

How to Make Shopping For Him - Fun for You Both

**Do Your Homework**

**Get Your Feet Wet First**

**Lay Ground Rules and Follow Them**

**Recognize Your Power**

**Become His Chief Re-enforcer**

**Protect His Investment**