

TPIS-BLUEPR-Spending-Breakdown

[0:00:00]

Gentlemen, Antonio here. Okay. In this video, we're going to talk about what to spend on each item of men's wear.

Now, if you go back to the formula, remember I had that chart on affordable, midrange, premium, and custom? I'm going to break it up into those four categories for most things.

I can tell you for most items, if you are not a hard-to-fit individual, you really don't need to go custom. Custom doesn't always mean it's going to be more expensive. Custom simply means it is made to fit you. Oftentimes, you're going to find the premium, the high-end luxury range, that's going to cost more than custom.

In some cases, I would actually prefer to go custom but not in all cases, because if you can find an affordable or a mid-ranged item, that's probably going to be a better deal. Just because something is affordable does not necessarily mean it's worse than premium.

This is why it's really important that you go into the best men's wear stores in your area and you look and you physically feel and you get a better understanding of what quality means to you and what in general it means from the build, from the design, to the cut of the clothing. That way, when you see great deals, you'll be able to jump on them.

You're not going to be deterred that "Okay, those jeans are going for \$40, but I've seen jeans that sell for \$150 had that same build, and this is a great deal. I'm going to buy these right here. I've never heard of the brand. Doesn't matter. I'm looking at the stitching. I'm looking at the way they feel on me."

Had that happened to me the other day – found a company, found a brand, and I was like "Wow. I've never even heard of these jeans before, but I like the way they're cut. I like the way they feel." Happens to me with sports jackets. Anytime I see something and I know it's a great deal because I know what to look for in quality, the price becomes not as important.

But in this video, guys, I'm going to break out the prices. These are very general. Depending on what country you're in, I know some countries – and probably you use the Big Mac index. Let's just say that if a Big Mac is relatively super expensive in your country, then probably the clothing may be as well. There are places I know in the Middle East, other parts of Europe where things are expensive.

I know a lot of people over in Japan, when they go to Korea, they load up on clothing. I know when a lot of Europeans come to the United States, they load up on clothing. It's simply

cheaper here, and that may be something that you want to even consider: taking an international shopping trip.

All right, guys. Let's start with the key foundational item: the suit. Starting at the affordable range, we're going to see suits from about \$150-\$350. Just because a suit's \$350 and another one's \$150 does not mean the \$350 one is going to be twice as good or three times as good. IN fact, it could be lower quality.

One of the best places I find to find good, affordable clothing are going to be department stores. I don't know what the equivalent is maybe in Europe, but usually in malls, these are your bigger box stores that have multiple outlets that can discount. Oftentimes, they'll discount across the board. They'll hire brands, and they'll have companies come in and make certain bits of clothing for them.

I think one of the examples we use is Claiborne out of JC Penney's. Overall, it is a fine brand. Because it's at JC Penney's though here in the United States, these guys have been going through a lot of issues up and down on their prices, and the value for what you get is actually relatively good. It's going to be better than a lot of the no-name brands, or perhaps a company like Sears or Bloomingdales.

Again, I'm going to try to stay away from particular brands, but what I would say is going in the box stores knowing what you're looking for and zeroing in there on sales, on discounts – a lot of these things, you can kind of predict. You can even talk to the sales associates. Usually, these companies will have a sale a couple times. Other times, if you're going to make a large purchase, it may be worth signing up for that credit card. Make sure to pay it off.

I'm not a big of the credit cards that the stores try to get you to sign up for, but some of these things will give you 20% off. If you're going to make a \$2,000 purchase – you're upgrading your wardrobe – that's \$200, and it may very well be worth it.

Let's talk about midrange. This is where you're starting to go into men's clothier stores. That's where you're going to hear smaller brands. Usually, we're going to see an uptick in the detail with quality.

We're also going to see companies that specialize – it's going to be anything from your local haberdasher who is – it's locally run – to larger stores like the Men's Warehouse, Jos. A. Bank. Oftentimes, you'll see those guys a little bit lower on the price. Then you're going to see companies like Suit Supply. They're going to push up a little bit higher.

To me, this is something where you really can overspend, so be careful here. It's in this midrange when you start seeing suits at \$600-\$700-\$800. You really want to make sure you're getting quality, because you're really close at this point to "Why don't you just go custom? Then you know what's exactly going into it, especially you work with a reputable custom suit maker."

[0:05:19]

If you need a list of custom suit makers, guys, remember, over in the formula, whenever I give the different brands in that same chart I talked about earlier, in the custom area, I give you that free PDF, and I recommend a set of clothiers who I think are good to go, and you can go check them out and give them a shot.

Again, if you're spending that \$400-\$800, this is where it can get really dicey. You want to be careful, because that's a lot of money that you could make a mistake on.

Premium. What are you paying for here? Here, you start to pay for names. You start to pay for brand. You start to pay for label. You're going to see Ralph Lauren, Zania. These type of companies, if you're in Las Vegas and you go to the mall that's over next to the Venetian, you go in and you try on a sports jacket. You look at the price, and it's \$2,500. That is premium.

Guys, I'm not going to say it's not worth it, because if you love that sports jacket, if you've got more money than time, then that may be a great deal. Maybe you want to jump in there.

Custom. Like I said, I've got a full PDF. Remember, the difference between custom and bespoke is an art. Custom is simply where they're making it to fit to your measurements. Made-to-measure is more custom. People use the terms interchangeably. I would say if it's going to be your first suit, guys, you don't need to go custom.

Go custom if you're hard to fit. Pass that if you want a very particular type of fabric. Perhaps you see a picture, and you've always wanted this sports jacket. The only thing you need to be really careful is the style of the house.

My buddy Narin over in Bangkok, when I'll go with him to make a piece of clothing, the things he makes – he went to a great school over in France, some design school in Paris, can't remember the name of it. It was the same one that Yves St Laurent went to.

In any case, he's got different styles. He makes British style. He'll make the French European style. He'll make the American Saks suit. You've really got to make sure that he gets it down, but once you get it down and you show him exactly what you want, that's the beautiful thing about custom is that literally once they get your pattern down, they've built up that pattern, they can just print those things out.

Any fabric, anything that you can think of, just remember, on your first custom suit – I talk about this in the e-book – don't build a Frankenstein. Don't go crazy. Keep it simple, and remember, custom, bespoke, it's a journey. It's not about getting everything in that first suit.

I spent a lot of time on suits. I wanted to that, because it sets us up for all the other items we're going to cover. You ready for it? Okay.

Dress shirts. Very similar to suits, except the prices are going to drop, and dress shirt makers are not at the same level as someone that's making suits or trousers. You can use a wider range of custom clothiers. I would say if you want to try a custom clothier I do not have listed, go for it, but make sure to try out with a dress shirt.

The price you're going to see: affordable, \$25-\$50; midrange, \$50-7\$5; premium, \$100 plus; and custom, usually about \$75 plus.

Custom, you will find some guys that are selling them for \$25, \$40. Usually going to be out on the Orient. You're going to have to usually order made-to-measure sight unseen. It can be done. Modern Tailor, great example. But you may have to go back and forth. You may not be happy exactly with the fabric, but you're going to at least get something in one or two tries that fits you very well, probably better than anything you've ever owned, and you'll be pretty happy.

Things you're going to start to notice on quality shirts: usually they're going to use better fabrics. The buttons, they're going to start to use mother of pearl. One thing at the bottom of the shirt, always look for the last button that they actually have the – instead of it going up and down, you're going to have the hole going left to right. That's a small indicator. It was actually just so whenever you're buttoning that you would actually know you're at the end of buttoning, and more people would remember to button their shirts all the way down.

You also start to be able to bring in little things like monogram services. Also look at the measurements. Higher-end shirts should not come – we're talking dress shirts – they should not come in small, medium, or large. They should actually come with the exact measurement of the neck, the measurement of the sleeve, and usually, they're going to be about trimmer. They're going to come in slim. They're going to come in trim. They're going to come in different cuts so that they can zero in on that fit.

You can find some great deals: \$25-\$50 – if you want to spend less and get that shirt adjusted, I think that's a much better deal than you spending a lot of money and then not having the money to get that shirt adjusted.

Let's talk about leather shoes. Also going to talk about casual shoes as well. Leather shoes, \$50 – about where it starts. That's going to be at department stores. You can sometimes find them a little bit more expensive, a little bit cheaper, depending on what's going on with sales, but department stores are a great find. Oftentimes, they're going to have a whole bunch of this in inventory, a sale that's going on across the department store will apply to the shoes, and that's when you can score some great deals. Something that would normally be let's say midrange at about \$150 marked down 70%, you can really score a great deal.

[0:10:29]

Now, let's talk about what you get at \$150. Once shoes – especially dress shoes – pass that \$100-\$150 mark, all of a sudden, you're getting into something that's much more elegant,

something that can usually be more classic. Again, department stores are a great place to go, because they can occasionally be brought down on discount.

Then going into premium. This is going to be out of really good shoe makers. We're going to see Allen Edmonds. We're going to see Paul Evans. We're going to see all of it. These type of companies, they focus in on the shoes. They're not always made in the United States. Paul Evans is made in Italy. Allen Edmonds is just made a couple hours from here to Wisconsin.

These are going to be the kind of shoes, if you're spending more than \$300 on a pair of shoes, you should expect that it can be rebuilt, that you can send it in, and they can basically resole it. They can fix the upper. Those are the type of details. They're also going to usually use a better leather.

When it comes to custom shoes – and I know some of you guys, maybe you have certain foot issues, and you really want some custom shoes – this is where it's going to get expensive. Reason being very few places make custom shoes nowadays.

I think there's **[0:11:38] [Indiscernible]** out of Czech Republic or something. There's a few others floating around. But because there are so few, especially outside of the UK or Italy, because of that, the prices are just going to be a lot higher on custom shoes than a lot of other custom items.

It would be something, though. I'd try to find a manufacturer to a retailer that works for you then going custom. Custom's just expensive.

Same thing with casual shoes, except the prices are normally going to be a bit lower, the reason being casual shoes, you're not usually going to see the same type of rebuild, although you will in let's say like a double-strap monk or once we get into the \$250-\$350 on the casual shoe which is going to be more the premium.

The midrange, the affordable on the casual shoes, this is where you can score some great deals. I've seen \$25-\$50 pairs of shoes at department stores that are perfectly fine. I know I've got one from Cole Haan that's perfectly fine.

Custom, you probably don't want to go that with casual shoes unless you've really got money to spend. Then go check out someone like John Lobb. You'll just be blown away. Or Leffot. Actually, Leffot out of New York, very cool company, wide range of shoes.

Sports jackets. Very similar to suits in terms, but usually you see about two-thirds to three-quarters the price. What we're going to see is \$100-200 in the affordable. We're going to see \$200-\$400 in the midrange. About \$400 plus in premium. \$300 plus in custom.

Sports jackets are one of those things that I do recommend a man consider going custom once he's got three or four sports jackets. Why? You probably have something that fits you relatively

well. You can send that to a custom clothier and say "Hey. I like this fit and this pattern. Can we build off this?"

But with sports jackets, I really like to bring in a number of different fabrics. That's where it becomes kind of hard. Great companies, a lot of times, they'll only put out five to ten different types of fabrics with their sports jackets per season. If you don't like those or if they don't fit in your classic wardrobe and they don't work with your complexion, you're SOL.

Guys, that's where actually having access to something being made for you I think is a lot of fun, very useful in sports jackets, blazers, odd jackets, those kind of things. That's where I would really consider.

I had one friend. He had one made by Billy Reid or it came out of Billy Reid, and let's just say that anytime he would go out to the bar, anytime he would go out with this jacket – and it was a true sports jacket, very old school – and he was a good-looking guy – but women were all over him. They loved that jacket.

Neckties: \$10-\$30 in the affordable range; \$30-\$75 in the midrange; \$75 plus in the premium; and \$74 plus in custom.

The best place to get custom neckties made possibly out of Thailand – that's kind of a place where I've seen them being made. You can also get them out of Italy, but you're going to be looking at \$150 plus. Out of London, usually, they're going to outsource them, and you're going to see those at easily \$150 plus.

But neckties are something – there's such a wide variety out there that you can do well just going with the companies we recommend. At \$10-\$30, it's not always going to be silk. You may get some other materials in there, but it's oftentimes going to look good enough.

[0:15:00]

Once you get above \$30 into the \$75 range, all of a sudden, you want to make sure that it is silk, that they're made heavy enough. The Dark Knot is a great company that makes them in about that range.

Then past \$75, all of a sudden you're getting into luxury names, brands, and that's usually what you're paying for. Oftentimes, the styling is going to be classic. They may make a great gift at that price point. Although The Dark Knot, he's got a nice packaging. Go check out what Rishi's doing. He's a personal friend.

Overcoats: \$100-\$200 where you start off; \$300-\$600 going to be more midrange; \$750 plus for the higher premium; then probably about \$600 plus for custom.

Overcoats, you have to be careful when you get these custom made, the reason being is that they've got to use a thick enough fabric. I remember I had one made for a client. I thought overall it looked good, but when I felt it, it was just too lightweight. It ended up working out for him, but it was one of those things that I would have chosen a heavier-weight fabric.

Starting off, you're going to probably need to go to a men's wear store like Jos. A. Bank's, The Men's Warehouse. They're going to have those lower-end \$100-\$200 overcoats and jackets. Issue with sizing – I would try to have it so that when you wear it, it actually fits and wear a jacket underneath. Beyond that, that's when you want to start looking at companies that are a little bit more specialty men's wear stores or a little bit higher up in the food chain.

Then \$750 plus, this is when you're looking at the Zanias, the Ralph Lauren, and overcoats, these can go to \$2,000-\$3,000. Again, because the material is going to be pretty rare, they can start to bring in very exotic fabrics here, and they're not as in demand.

Overcoats just kind of fall into the wayside. It's not as big of a market, so therefore you're going to see the prices march up on them.

All right. Denim: \$20-\$50, that's going to be in the affordable; then \$50-\$100 in the midrange; anything for denim, any type of jean \$100+, that to me is premium; then custom, \$50, \$100 less, depends on – honestly, they can be all over the board.

I have a friend. He makes custom jeans for clients in Boston, Brown Deim. We're talking \$400-500 a pair. He has a lot of fun with this. I've got a pair, and he uses .50 CAL for the buttons. He uses a little bit of I think snake skin. I've got other types – what is it? Eel to accent these. These are amazing jeans. He also makes them for men who are really tall. That's kind of his sweet spot. Basketball players.

But then you're going to have companies out of India that are doing this. I've seen some of these companies online.

I really don't recommend for most people to go custom on denim. One, you're simply paying for the work. Denim is not an expensive fabric. Instead, find a brand that works for you and wear it.

I have actually worn a \$20 pair of denim. I've work them with a sports jacket, looked great. They were \$20. I picked them up at JC Penney's. They fit good. They were dark. They just looked great. I've also had a \$100 pair, a \$70 pair that do the same thing.

At that lower price point, you're going to see Lee. You're going to see Levis. You're going to see certain ones. You're going to usually hopefully be able to find them on sale. Wrangler, that's more for the Western Cowboy. Can't remember all my jeans out there.

But you guys, once you get into the midrange, that's when we start seeing AG, Diesel. I'm going to link to a number of them so you can go check out the denim.

Sweaters: \$20-\$50 in the affordable range; \$50-\$150 in the midrange; \$200 plus in the premium.

I understand with sweaters, depending on what fabric it's made from, you can actually see these things go into the thousand-dollar range. I'm going to say for most men, the highest you're going to need to go is cashmere. The great thing about cashmere is usually, it's going to be very lightweight. It's going to keep you warm, and it's going to be something that you can layer with other items in your wardrobe.

But be aware, there are different levels of cashmere. Oftentimes, in fabrics, especially wool, you're going to see "recyclable". Be careful with that. Wool is graded by how clean it is and how long the fibers are. "Recyclable" has been used again, and therefore the fibers are going to be shorter.

What does this mean? That that sweater's most likely going to fall apart on you. That's the problem with lower-priced sweaters whenever they're using cashmere or wool is oftentimes they're using a lower quality. You may think you just scored buying a \$20 cashmere sweater, but unless it comes from a brand that you know of or it was on a great sale, you may be buying an inferior type of cashmere or wool.

At that level, what can you get? Look at perhaps cotton. That is something – maybe it's going to be a little bit bulkier. It's not going to be as warm. But for a lot of times, cotton is relatively affordable. Therefore you can usually get something really nice in cotton at that price point.

[0:20:04]

The \$50-\$150 price point, there's tons of great sweater companies online. I've talked about the Aran Sweater Market. Those are going to be a bit bulkier. If you want something that fits a bit closer to the body, you're going to want to go maybe check out J Crew. I'll link to some other companies. Again, go check out in the formula a link to a number of companies.

When it comes to \$200 plus, there are plenty of companies out there that are looking to sell at that price point. I like to be able to touch it in person. Make sure that you can return it if you're not impressed, because sweaters are very hard to adjust, guys. You want to make sure.

If you're getting something custom-made, that's something that's pretty rare nowadays unless you're having somebody's grandmother make it for you. In that case, good luck. Some grandmothers make some pretty awesome stuff.

But if not, really, you want to go with a classic design. I've seen some mariners, turtlenecks styles, bit bulky, that look great custom-made. But be careful.

Aran sweaters are oftentimes custom-made and look great, but these are going to be more casual. Make sure that you're not paying an arm and leg for something that may get eaten by moths or something. Take care of those sweaters.

Underwear. Okay, guys. Five dollars, affordable; \$10-\$20 – and I'm talking per piece, whether that be undershirt or that be underwear – midrange, \$10-\$20; \$25 plus for premium; custom underwear – I've seen it. I've heard of it. I'm not going to recommend it.

At the \$5 range, that's when you're shopping at Target, you're going to Walmart, you're going to some of these stores, and you're just grabbing the big Hanes. That's fine.

If you want to take a step up, look at companies like Ribbed Tee. Mike. I've been a big supporter of his. His is the stuff I normally wear. I have Ribbed Tee undershirt on right now. I've got their stuck underwear which I love, their boxer brief.

Beyond that, that's when you're going to start to see specialty underwear. If you sweat a lot, if you need something that's compression, that's when I would maybe recommend that type of premium product, when you're looking for a particular property. Otherwise, underwear is something where I don't normally like a man to spend a lot of money beyond \$25 a pair, reason being it is something I would like to see you spend in other parts of your wardrobe.

Guys, that's it. Covered a lot in this video. As you can tell, I went into a lot of detail. Hopefully, you come away with a better understanding. Price does not guarantee quality, gentlemen. Don't think because you're going to spend a lot of money, you're going to get amazing quality. You need to be able to understand that. The best thing I think I've taught you throughout this whole course is to go into the best men's wear stores, have an idea of what you should look for based off of this course, look for it, and practice.

All right, guys. If you've got a question, I've always got that contact form. Take care. See you in the next video.

[0:22:58] End of Audio