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louisvuitton

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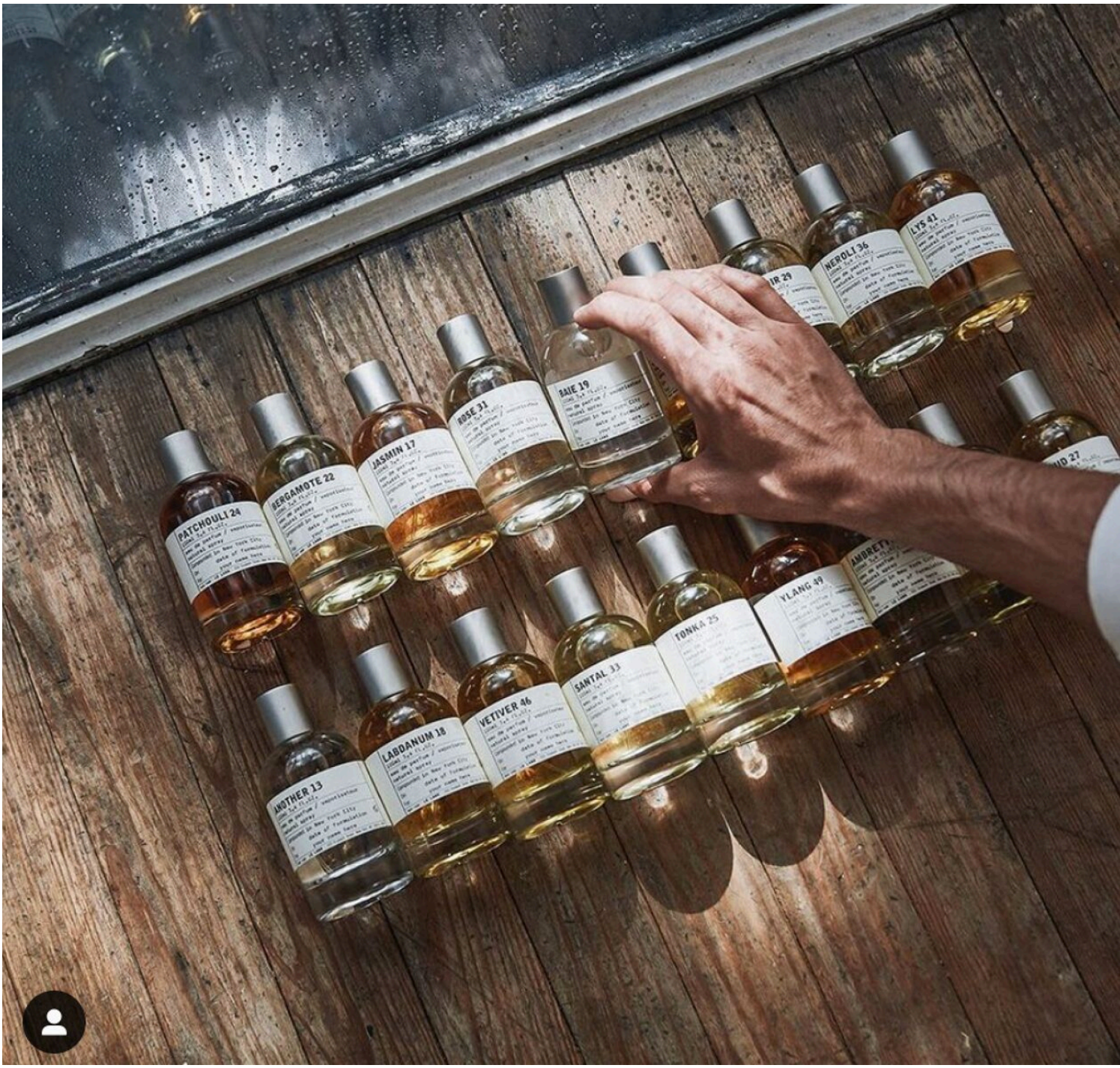

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KNOW WHEN (AND HOW!) TO FOLD 'EM

There are few truly incorrect ways to fold a pocket square; it's fine simply to fold the square and place it in your pocket. A more advanced pocket square fold is the combination of rolls and points, shown here.

1. *Hold the pocket square flat with the two top corners horizontal.*

2. *Fold the lower right corner up so it meets the top left corner.*

3. *Fold the two long side corners to meet in the middle, then fold back the two sides to fit the width of the pocket.*

4. *Tuck as needed and place your pocket square in your jacket pocket.*

Jacket ($1,870), pocket square ($140), shirt ($550), trousers ($730), and shoes ($960), all by **Salvatore Ferragamo.** *Ferragamo, Wynn Las Vegas, 702-737-1171; Wynn Palace, Cotai, 853-2877-6276*

This squarely simple accessory adds that final touch of sartorial style.
by ***Casey Trudeau***

STYLE IS ALL IN THE DETAILS. There is no easier way to elevate a man's appearance than with a sophisticated pocket square—done right, of course. James Ferragamo (yes, of that Ferragamo family) knows a thing or two about creating a fashion-forward look.

"Men are rediscovering the art of sporting a pocket square," he says. "With a pop of unexpected color and texture, a clean, flawless presentation can be tempered with a dapper charm." Given the explosion of menswear in recent years, brands like Ferragamo offer a plethora of pocket square options, from minimalist solid colors to whimsical prints and patterns. The beauty of the pocket square lies in its individuality: Pick one that expresses your personal style. "The age of street style has not lost the finesse of sharp tailored dressing and fine Italian craftsmanship," Ferragamo adds. "If anything, the peacocking of modern men has come to celebrate and expand on details that nod to la dolce vita."

PHOTOGRAPHY BY JEFF CRAWFORD. MANICURE BY MICHELLE MATTHEWS USING DIOR HOMME. MODEL: CLAY BOUTTE FOR PARTS MODELS NYC

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