

SHAVING

Simple steps for a smoother shave and softer skin.

PREP YOUR FACE

Preparation before you start shaving is key. If possible, shave straight after a shower or bath. The moisture will soften the hair and lubricate your skin. Otherwise, use shave oil.

full of ingredients that can irritate your skin, they also smell terrible. The Jermyn Street chemist, D. R. Harris sell a range of lightly scented shave creams.

SHAVE CREAM

Avoid those gels that look like ectoplasm. Not only are they often

RUB IT IN

Apply using a circular motion. Coating your stubble with shave cream will help soften it further. Use a brush to make your hair stand on end and easier to shave.





SHOE

After your suit, your shoes are often the most expensive part of your wardrobe and the item that comes under the most scrutiny. Italian shoes tend to be dainty lightweight affairs. Hand lasted British shoes from makers such as Church's, Crockett & Jones and Edward Green have the quality that lasts for decades, and the elegance that never goes out of style. In fact, a new pair of British shoes don't look anywhere near as good as a pair that has been worn in over a period of years. Alden and Allen Edmonds are two American brands can be mentioned in the same breath as their British cousins.

ESSENTIAL SHOES

There are as many types of shoes as there are people. But these are the four you really need to know.

OXFORD

The Oxford is James Bond's favourite shoe and the epitome of classic, understated and practical English elegance. Black means

business – job interviews, big pitches, meeting with the bank manager. Brown is great for almost everything else. Brown suede looks great with grey flannel.

LOAFER

The loafer is the Aston Martin DB7 to the Oxford's Rolls Royce Corniche. It's sleeker, racier but still has elegance and sophistication.

How to write well

Clarity of writing usually follows clarity of thought. Good writers are prized in almost every profession. In his 1946 essay, 'Politics and the English Language' George Orwell had six elementary rules for good writing.

1. Never use a metaphor, simile or other figure of speech which you are used to seeing in print.
2. Never use a long word where a short one will do.
3. If it is possible to cut a word out, always cut it out.
4. Never use the passive where you can use the active.
5. Never use a foreign phrase, a scientific word, or a jargon word if

you can think of an everyday English equivalent.

6. Break any of these rules sooner than say anything outright barbarous.

If you want people to read what you write follow these rules:

- 1 KEEP IT SIMPLE.**
Write, as anyone would speak in common conversation. Avoid the

language of politicians, bureaucrats and marketing people. Simple language often has more impact. Why say 'human rights abuses' when you mean 'torture and murder'? Why say 'hearing impaired' when you mean, 'deaf'? Avoid hackneyed clichés and tired phrases.

- 2 SHOW AND PERSUADE**
If you believe someone is ignorant and stupid then demonstrate how and why. Describe examples of their stupidity in clear and precise language. Don't just tell people they are stupid or you will seem hectoring and arrogant. Use the facts to persuade them. Similarly, if you believe something to be superior explain and show why.

- 3 DON'T BE A DOUCHE BAG**
Avoid congratulating yourself. You're more likely to irritate the reader than impress them.

- 4 SHORT AND SWEET**
"The best way to be boring is to leave nothing out" – Voltaire. Try to keep your sentences and paragraphs short and simple in construction. A paragraph is a unit of thought, not of length.

- 5 CLARITY OF THOUGHT**
"A scrupulous writer in every sentence will ask himself at least four questions, thus: What am I trying to say? What words will express it? What image or idiom will make it clearer? Is this image fresh enough to have an effect? And he will probably ask himself two more: Could I put it more shortly. Have I said anything that is avoidably ugly?" – George Orwell

FIG 3. THE FULL ENGLISH



REACH OUT FROM A POSITION OF STRENGTH

Even the most successful people have something they would like help with. Find out what this is, and offer assistance. Successful people are always being asked for help. By offering help you are placing yourself in a position of strength.

GO OUT ON YOUR OWN

Networking is a face-to-face business. You need to be visible but not too visible. Don't go to the opening of a crisp packet, but make sure you attend all of the key social and professional events. By going to events on your own, you force yourself to talk to people you don't know.

DIVERSIFY

How many lawyers do you know? How many scientists, fashion designers, politicians, accountants, doctors, journalists, art dealers? Lots of different kinds of friends is not only more interesting, but also more useful to you professionally.

MAINTAIN

Catching up for a drink, a quick email, lunch, a phone call, sending thank you notes, birthday cards and making yourself available for people - all of these will make asking for a favour and getting insider information seem natural and easy. Maintaining a contact is harder than making one.