

TIPTOP TAILORS

We asked Tip Top's sales associates for their advice to high school guys who are soon to suit themselves up for Prom or Graduation – how to shop for it – and how to be the best Prom date ever. Here's their answers – solid advice from people who've seen it all!

And about Tip Top's package – a fabulous suit, shirt and tie for \$199? Yes! The attached release will give you all the details. In the meantime, read about what every prom-bound guy needs to know....

A GUY'S GUIDE TO PROM

First you shop...

- Ask your date's best friend to come with you – or if your mom will be with you, find out what colour shirt you should be aiming for
- Yes, we know its prom, but what's the dress code? Is it black tie – which means a white shirt and black bow tie or a dressy black business tie? And what are the other guys wearing? That matters.
- No, not those shoes. Yes, we mean those black, square-toed dress shoes you bought a couple of years ago when you got your first restaurant job. You need new shoes that are as simple and understated as the suit you're going to buy.
- Socks? Black ones – to match your suit.
- Black belt, black shoes. Easy.
- Don't just stand there! Just because your mom is with you doesn't mean you have to adopt an attitude of, "yeah, whatever." You know what you like and you know when you look good. Pay attention.
- No posse. Leave the gang at home. Looking good is serious stuff and will take all your concentration.
- Slow down. Take your time. Tip Top has made it easy with only two different suits, so try them both on. Stay in the changing room as long as you want – gaze upon the perfect specimen that you are. Which suit looks better on you? Which one will make you irresistible?
- How's the fit? Ask your Tip Top sales associate, ask your mom, ask yourself. It has to fit you well and that means trim enough to emphasize your great physique and relaxed enough that you can move around all night.

And then it's prom night...

- Cologne. This is not the night for five spritzes of that body spray you've been using since 10th grade. It's time for the cologne your sister gave you for Christmas. And just a little. She should notice it when you're slow dancing, not before.
- Breath mints. Self-explanatory.
- Cell phone off. Doesn't matter that everyone else is texting, you've got one focus tonight – her. Turn it on to take pictures, that's it.
- The Limo: she gets in first; you get out first – to help her out. And while we're talking about the limo, yes, you paid when you booked it but the driver needs to be tipped. Think \$100 - \$200.
- You'll need cash. Don't be the guy who forgot cash.
- Slow dance. You will be. Make sure you know how.
- Keep calm. Sometimes when you're excited your good manners can fly out the window. Don't be the guy everyone is talking about next week. Unless they're talking about how good you looked.
- At dinner, remember everything your mother's been saying for years; wait until everyone has been served before you start eating, don't talk with your mouth full, put the napkin on your chair if you leave the table, and make sure the tip is 15%. Make that 20%. Your waitress probably deserves it.
- Enjoy yourself. Prom night is something people remember their whole lives.
- ***And be safe!***