

## Rule

## 48

## NO ELASTIC WAISTBANDS, EVER!

Sweaters and sweat-shirts with elastic waistbands cause material to bag up around your midsection. This would give even Nadal a No-Deal paunch. Yet manufacturers still insist on

making them. Fight back. Buy one awesome cashmere sweater this fall, and search everywhere until you find one without elastic at the bottom. The difference will blow you away.

**Inhabit** sweater (\$425), [barneys.com](http://barneys.com)



## KICK THE TIRES BEFORE YOU BUY A COLOGNE

RULE  
50

*The smell of a cologne when you first put it on is actually very different from what it will smell like an hour later, says Carlos Benaim, creator of some of the world's most successful fragrances, including Calvin Klein's Eternity for Men and the new YSL scent, L'Homme Libre. Most scents are divided into three "notes," he explains, each a blend of oils and essences that react to your body's chemistry. The top note is the first, fleeting part of the fragrance. It comes and goes in 15 minutes. The*

*middle note lasts about an hour, and the base note remains for the rest of the day. "It's important to test the fragrance on your own skin," Benaim says. Don't try too many at once. Instead, hit the fragrance counter first, sniff a few bottles to find a scent you like, and give it a squirt on your wrist. Do the rest of your shopping while your sample has time to evolve, and save your final decision until you're ready to leave the store.*

**Yves Saint Laurent**  
L'Homme Libre (\$45 for 1.3 oz), [yslbeautyus.com](http://yslbeautyus.com)



## Rule

## 49

## POSE IN CLOTHES THAT MATCH YOUR MUG

If you know you're having your picture taken, plan ahead. Darker guys look best in whites and creams. People with olive skin look best in dark blue, dark green, black, and yellow. If your eyes are blue or green, wear a shirt that matches them. Brown eyes? Go with a color that complements your skin tone.

Left: **Calvin Klein** sweater (\$70), [calvinklein.com](http://calvinklein.com)  
**Rich in Clothing** T-shirt (\$50/3-pack), (323) 581-6000  
 Middle: **Etro** cashmere sweater (\$910), [etro.com](http://etro.com)  
 Right: **Hilfiger Denim** sweater (\$85), [hilfigerdenim.com](http://hilfigerdenim.com)

