



POLISHED & POWERFUL · SOCIAL ETIQUETTE FOR THE MODERN MAN

*Movement One*

# Personal Presence, Style & *The Modern Gentleman*

*90 minutes · Live Online*

PRESENCE · GROOMING · DRESS · JUDGEMENT



## THE OVERVIEW

# How you present yourself shapes *how others experience you*

Polished & Powerful is for men who want to feel more confident in how they present themselves and move through social and professional situations. It is practical and current — not about rigid rules, but about understanding what is appropriate and making considered choices.

Movement One covers the practical elements of personal presence: how grooming, clothing, posture and attention to detail work together. Rather than simply telling men to "dress well", we explain what appropriate dress actually means — dress codes, tailoring, and how individual pieces should work together.

*A modern gentleman does not need an enormous wardrobe or expensive labels. He needs to understand fit, proportion, quality and context.*

## AT A GLANCE

## The Movement *in brief*

|            |                                                                                              |
|------------|----------------------------------------------------------------------------------------------|
| FORMAT     | 90 minutes, live online — Movement One of the two-part Polished & Powerful programme.        |
| AUDIENCE   | Men who want to present themselves with greater confidence, socially and professionally.     |
| FOCUS      | Presence, grooming, dress codes, tailoring and the judgement to dress well for any occasion. |
| INVESTMENT | Upon application.                                                                            |



## WHAT WE COVER

## Five areas, one *clear standard*

From the way a man carries himself to the shoes he chooses — the practical detail behind a considered appearance.

### 01 Personal Presence

- ♦ First impressions, posture and carriage — walking, standing and sitting with confidence.
- ♦ Eye contact, facial expression, handshakes and personal space.
- ♦ Voice and pace of speech; calm body language and managing nervous habits.
- ♦ Looking confident without appearing arrogant.

### 02 Grooming & Personal Care

The details people notice, even when they do not consciously realise they are noticing them.

- ♦ Hair and haircuts, shaving, beard and moustache care.
- ♦ Skin, hands and nails, teeth and breath, personal hygiene.
- ♦ Fragrance — and the appropriate use of aftershave and cologne.
- ♦ Maintaining clothing and shoes, and looking polished when travelling.

### 03 Understanding Men's Dress Codes

Participants learn how to interpret a dress code rather than guess — and what to do when an invitation gives none at all.

- ♦ White tie, morning dress, black tie and black tie optional.
- ♦ Lounge suit, business formal, business professional and business casual.
- ♦ Cocktail, smart casual, casual and resort wear.
- ♦ Weddings, funerals, country and sporting events.

### 04 Tailoring, Shirts & Trousers

The foundations of dressing well — including the difference between a suit jacket, blazer, sports jacket and dinner jacket.

- ♦ **Suits** — navy, charcoal, grey and black; single- and double-breasted; two- and three-piece.
- ♦ **Fit** — jacket length, shoulder fit, sleeve length, shirt cuff, trouser length and break; when a suit is too tight and when tailoring needs alteration.
- ♦ **Shirts** — business shirts, Oxford, poplin, twill and linen; polos and quality T-shirts; collar styles and fit; when to tuck in, undershirts and how many buttons to leave open.
- ♦ **Trousers** — suit and tailored trousers, chinos, corduroy and denim; rise, break, pleats, turn-ups and appropriate fit.

## 05 Shoes, Belts, Coats & Accessories

Often the most useful part of the session — the details that finish an outfit, with an emphasis on restraint and quality.

- ♦ **Shoes** — Oxfords, Derbies, monk straps, loafers, Chelsea and chukka boots, suede, formal evening shoes and minimal trainers; which work with suits, tailored trousers, chinos, jeans and evening wear; shoe care and when footwear needs replacing.
- ♦ **Belts** — when a belt is required and when it is not; coordinating leather; formal versus casual belts and buckles; why dinner trousers are not worn with an ordinary belt.
- ♦ **Coats** — wool overcoats, trench, car and pea coats, casual and technical outerwear; what may be worn over a suit and what should not.
- ♦ **Accessories** — watches, ties, pocket squares, cufflinks, eyewear, wallets, bags and umbrellas.

### DRESSING FOR REAL LIFE

## What to wear, *and when*

We close by looking at the occasions that come up in real life: a first date, a business meeting, a job interview, a networking event, a wedding or funeral, a formal dinner or Michelin-starred restaurant, the theatre, a cocktail or garden party, a private members' club, an international conference, a country weekend and a long-haul journey.

Participants leave with a much clearer understanding of how to dress appropriately — without feeling overdressed, underdressed or unsure.





## MOVEMENT TWO FOLLOWS

# Social Confidence, Modern Manners & *Fine Dining*

Movement Two turns to the social situations many men find surprisingly difficult — entering a room, conversation, networking, modern dating and digital etiquette — and closes at the table with the essentials of fine dining.

*To know what to wear. To know what to say. To know how to behave.*

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