

THE MALCOLM

GILT MAN'S STYLE EDITOR SETH HOWARD

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In October, **Gilt Group** expanded their online luxury platform to include the guys- launching Gilt MAN. Described as a basis to reveal new and expanded mens categories in a “one-stop-shop”, this unique “e-tail” concept has Seth Howard acting as their Style Editor. Since our autumn has turned into winter, Howard provided us with his upcoming winter trends as well as 5 wardrobe staples that every guy should own. Amen.

Check it out...

Q&A with Seth Howard For those of us unaware of Gilt Group/Gilt Man - fill us in on what this unique concept entails?

Gilt Man is an online space designed for guys, by guys. It has the same foundation as Gilt Groupe – luxury goods at up to 70% off retail. For Gilt Man, we’ve really been focusing our efforts on creating a source for guys to get the gear they need, for every situation. Whether it's a Matusse wetsuit and surfboard or ST Dupont lighters or sports memorabilia, we're the go-to guy.



(Wardrobe Staple: White Fitted Shirt)

So, with winter just around the corner - what are some trends you are seeing? What are some of the new shapes/silhouettes that every “in-the-know” and “fashion-conscious” guy should be in tune to?

I've always had a personal philosophy: be comfortable. The economy is still playing a major part in dictating trends. Colors for fall are still very muted with lots of gray tones. Oversized sweaters, jackets and accessories mixed with slimmer-cut trousers was a theme we saw in many of the collections this season.

What are some of your favorite labels out there? Who are your go-to designers?

Burberry Prorsum is an all-time fave. As are Rag & Bone, Costume National and Bottega Veneta. My wardrobe consists mostly of those 4 brands. Their different styles pretty much guarantee that I'll have something for just about anything



(Wardrobe Staple: Black Soled Shoe)

What emerging designers are currently on your radar?

There's a great line called Cauldfield Preparatory – they have great stuff. And I've really liked a Paris-based Korean designer, Wooyoungmi, for a few years now. She's genius.

As the GILT Man Style Editor - what does your role consist of? Take us through an average day in your life?

It's the first time Gilt Groupe has really sought someone from an editorial background. My role is pretty all-inclusive. I work with the copy team to make sure the words we use are in Gilt Man's voice. I do the same with the creative team on model casting and fashion styling. Gilt [MAN]ual – the men's blog – is where I focus most of my energy on a day to day basis, writing style tips that correspond with Gilt Man sales. Also, helping to develop other media relationships and content that is syndicated with their respective publications. The list continues to grow...



(Wardrobe Staple: Colored V-Neck)

How would you define your personal way of dress?

Well, I always follow my own rule: It has to be comfortable. Granted, the definition of comfort can change from time to time, depending on what's needed for the occasion. But I don't really get too involved with wearing specific labels or designers. I'm a firm believer in mixing high-end and low-end brands. The Gilt Man prefers style to fashion.

What are some of your all time fashion pet-peeves?

I can't stand people who look like Edina from Ab Fab – designer-clad without a second thought as to how they look. Wearing socks with sandals doesn't sit too well with me either. And I know they serve a purpose, but cell phone belt clips.

What are 5 items every guy should have in their closet?

My very first Gilt [MAN]ual entry was actually 25 essentials that every guy must own, but if I have to narrow it down to 5 it would have to be: Basic white-cotton button down Well-fitting black suit (please get a proper measurement – add poor-fitting jackets to my list of peeves) Indigo blue denim jeans White V-neck T-shirt Black hard soled shoes



(Wardrobe Staple: Indigo Denim)

What man exudes the epitome of GILT Man style? Why?

The Gilt Man is more about an attitude. He's very smart and witty. Uncomplicated. He wants to look good and has the money to do so, but not the time it takes to find the stuff he needs. Therefore, he trusts us to select only the things he knows he will like. And like any good tool, Gilt Man comes with its very own user's manual on how to use it.

What are your top 3 winter accessories?

Winter is actually my favorite season. I wouldn't be able to make it without my Tretorn snow boots and cashmere lined leather gloves. I also have this really sick one of a kind, oversized scarf that I've had for ages. We've had several similar ones recently from a few different designers.



(Wardrobe Staple: Black Fitted Suit)