

Art Department



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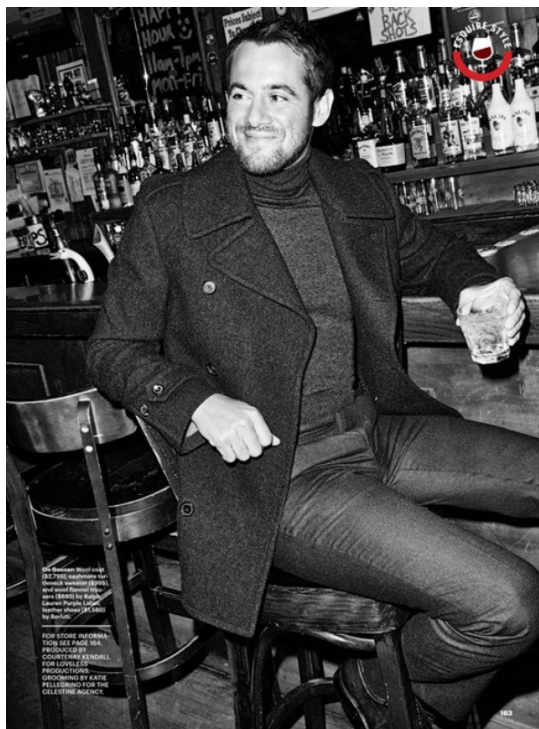
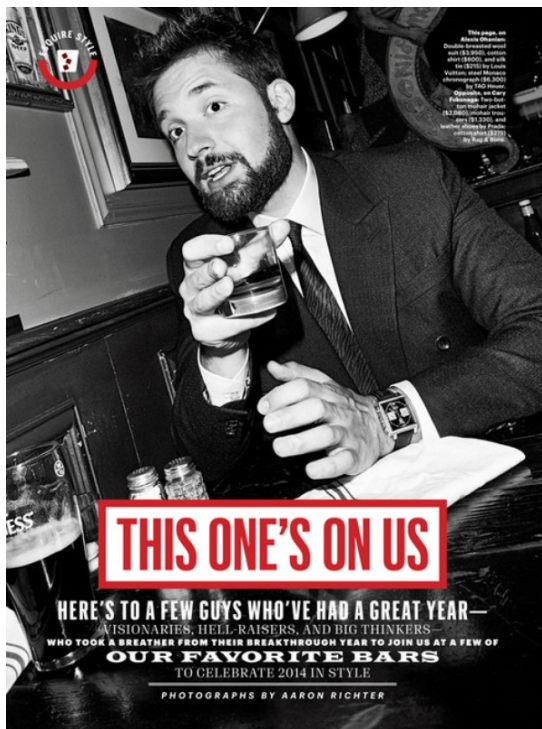
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Style • Grooming



Unexpected patterns are great for special occasions that call for a memorable look.

Style 911 Finding His Strong Suit

With his wedding day approaching, Joey Coppeidge needed a new look, fast. So we took him shopping.

By the editor, with assistant editor and grooming: [@m.lee](#)

His Problem
Joey Coppeidge didn't need to write "deep thoughts" on his wedding-to-do list. As a SouthCycle instructor in New York City, Joey, 29, works out five a week, so he's in peak physical condition. But after he proposed to his partner, Leah, he agonized about what to wear on his nuptials. For two years he'd worn gym clothes to work every day. "My biggest worry was how to show that my personality and style had matured," he said. But he also wanted to keep his look fresh.

My Plan
First I got the details of Joey's August wedding. The venue for the evening event would be an outdoor rooftop, so the usual rules for a formal indoor affair didn't apply. His style was "classic with flair." He said he loved getting dressed up but didn't have much opportunity to do it. We decided to go classic but with a twist to show his individual style. He wasn't afraid of color and liked the flashy style of Jon Hamm, the musical director on *The Late Show* with Stephen Colbert. I quickly devised a plan.

Our Shopping
At the 500-employee's flagship store in Manhattan, I showed Joey a few suits (I checked, I saved the best for last, and he hit it). A classic blue suit with polka dots, tailored to fit, covered plus his shirt and a satin bow tie to honor the special occasion. Because he's in such great shape, we had a tailor make the pants slimmer and take in the body of the jacket to hug his torso. The fun aspect of the polka dots made adapting his outfit for the alternative way the suit paired perfectly with a cool white T-shirt and sneakers. A week later, with the alterations complete, Joey surprised himself in a full-length mirror. "I'm getting married," he said, "and I feel like a man in this."

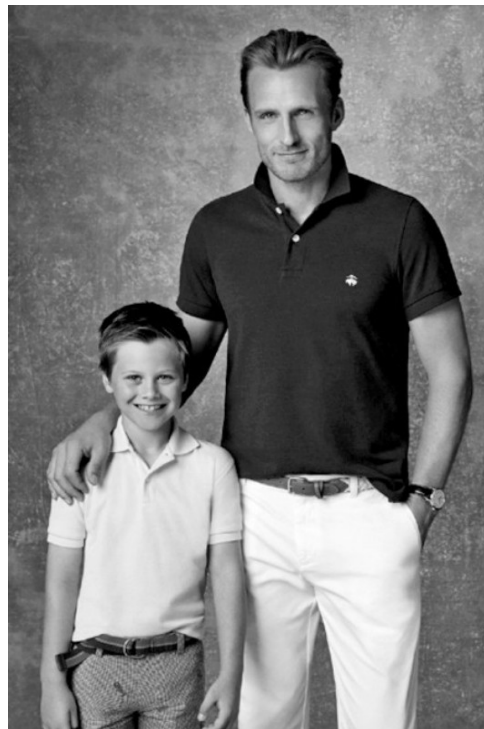
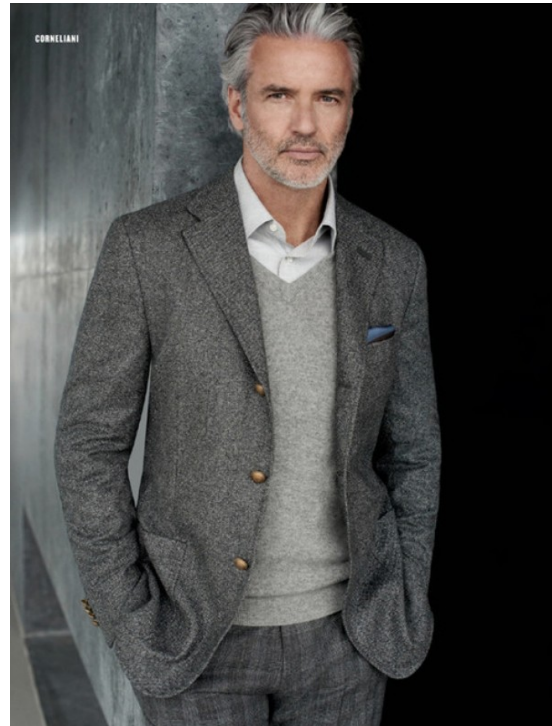
See video of Joey's look on [Men'sHealth.com](#), style, and share your style emergency on [Instagram](#) or [Twitter](#) @artdeptmag.

Full look: \$1,200. Jacket: \$150, the tie: \$15. See look: [@m.lee](#)

PHOTOGRAPHS BY AARON RICHTER



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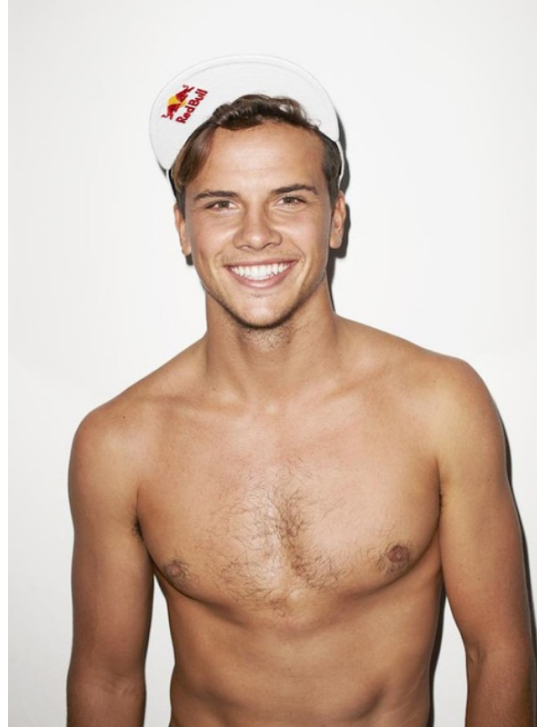
"TERRY WAS GOING TO MAKE ANYTHING YOU DID LOOK GOOD."



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