

WHAT MATTERS TO MEN

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Mr. Cooper wears Ralph Lauren Black Label. Story on p. 124

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Are techno suits that boast resistance to stains and wrinkles pure gimmick?

Not at all, and if you don't believe me, take it up with the U.S. Army. Historically, male fashion has taken many of its cues from military uniforms, where design and performance hold equal weight. Today, innovations in weaving and wool treatments continue that esprit de corps, including the latest generation of techno suits and sport jackets, such as Zegna's Micronsphere and Isaia's AquaSpider. These workhorse suits deliver stealth performance through advanced weaving techniques and nanotech coatings on individual fibers. The materials maintain the luxurious texture of wool while resisting stains (especially useful for surviving the holiday-season finger-food fest). They also resist wrinkles, which means you'll look as spiffy tomorrow night in Seattle as you will tomorrow morning in St. Louis.

Techno garments tend to be more expensive (hey, it's the price one pays for early-adopter status), but as with any innovation, the price will drop as the technology gains broader appeal. Until then, get your money's worth by cleaning your techno suit properly—and by that, I mean sparingly (the coatings don't stand up to chemical cleaners very well). Ideally, you should dry-clean the suit only once or twice a season, unless it gets a stain (in which case, ask your dry cleaner for spot cleaning) or it smells bad (a problem that's easily solved by hanging your suit outside of the closet for a few days). **ERIC VILLENCY** Villency is president of Maurice Villency, a Manhattan design studio, and a regular style contributor to NBC's Today.



PARTY TROOPER
Recent innovations in suit fabrics can guard against anything life throws at you.

Clothing by Ermenegildo Zegna