

## NEWS RELEASE

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### **Study Reveals Clothes DO Make the Man Sexier, Smarter, and More Successful** Nine of 10 Americans find well-dressed men are more attractive than they really are

**HOUSTON** — January 4, 2011 — If updating your wardrobe isn't one of your New Year's resolutions, it should be. [Men's Wearhouse](#) today announced the findings of its inaugural nationwide [Well-Dressed Men Survey](#), revealing the often-underestimated importance of how a man's wardrobe can dramatically impact his self-confidence, career, and love life.

According to the study conducted by Kelton Research, not only are well-dressed men viewed as sexier, smarter, more successful, and more well-liked, they also fare better in relationships. In fact, 91 percent of Americans think dressing well can make a man appear to be more physically attractive than he really is, while nearly two-thirds (64 percent) believe women are more likely to marry a well-dressed man than one who isn't as put together.

Though beauty may be only skin deep, the survey uncovered the alluring possibilities of being well dressed, including greater sex appeal and higher workplace wages.

#### **Dress for Success (and Maybe Even a Raise)**

They say the way a man dresses can say a lot about his character. As it turns out, attributes associated with dressing nicely — including confidence, sophistication and intelligence — translate easily into the office environment, according to the study. In fact, three-quarters (75 percent) of Americans think well-dressed men are more successful in the workplace than their casual colleagues, and 22 percent of men actually believe they would earn more money if only they dressed better than they currently do.

#### **Suit Up for Sex Appeal**

The way someone looks is one of the most important aspects of sexual attraction, which is perhaps why nearly three-quarters (78 percent) of women assert one of the hottest things a guy can do is to dress well. The women polled reveal a number of surprising sentiments when it comes to their relationships with men and their clothes:

- **You can't buy them love:** A vast majority (85 percent) of women think a guy who dresses well is sexier than one who has a lot of money.
- **Women will sacrifice a lot for style:** Eight in ten (80 percent) women would give up something in their lives — such as going out to dinner, using their cell phone, or even having sex for an entire year — for a better-dressed partner.
- **They prefer the gentleman, not the officer:** Close to two-thirds (63 percent) of women find a man in a suit more attractive than one in uniform, putting to rest the classic belief that men in uniform are the ultimate sex symbols.

#### **Make Me Over**

Perhaps surprisingly, nearly two-thirds (63 percent) of Americans say fashion is something they hold dear, yet if they had to grade their fashion sense, only 12 percent would give themselves an "A." When it comes to wardrobe malfunctions:

- Nearly eight in ten (77 percent) of Americans confess their current wardrobe needs a makeover;
- Almost half (42 percent) say they would dress better if they simply knew how;
- One-third (32 percent) of women actually have taken matters into their own hands, throwing away clothing from their partners' closets without their knowledge.

“The study revealed that nearly three out of four men feel underdressed most of the time, so it’s no wonder so many dislike and lack confidence in shopping,” said George Zimmer, Men’s Wearhouse founder and CEO. “At Men’s Wearhouse, our wardrobe consultants aim to make the shopping experience as easy, convenient and personalized as possible so men look and feel their absolute best – whether their definition of being ‘well-dressed’ is a classic three-piece suit or a sport coat paired with dark denim.”

Men’s Wearhouse offers a vast selection of men’s clothing ranging from casualwear to formalwear, a variety of leading brands, and incredible everyday values on seasonal trends and classic mainstays alike. Men who realize the importance of looking sharp will enjoy the one-stop shopping experience available at more than 900 retail locations nationwide and [menswearhouse.com](http://menswearhouse.com).

The *Well-Dressed Men Survey* was conducted by Kelton Research, an independent research firm, and surveyed a nationally representative sample of 1,085 American men and women ages 25 and older. More information about the survey is available at [welldressedmensurvey.com](http://welldressedmensurvey.com).

#### **About Men’s Wearhouse**

Since it was founded in 1973, Men’s Wearhouse has become one of the largest specialty retailers of men’s apparel in the country, with more than 900 stores carrying a full selection of designer and private-label suits, sport coats, casualwear, and accessories. Today, The Men’s Wearhouse, Inc. family of companies includes Men’s Wearhouse, MW Cleaners, K&G Fashion Superstore, TwinHill Corporate Apparel, Moores Clothing for Men in Canada, making it one of North America’s leading providers of quality and value in both apparel and apparel care. In addition, Men’s Wearhouse also operates on a global corporate apparel and work wear group consisting of Dimensions and Alexandra in the United Kingdom. For additional information, please visit the company’s website at [www.menswearhouse.com](http://www.menswearhouse.com).

#### **About Kelton Research**

Kelton Research is a leading global insights firm and is America’s 64<sup>th</sup> fastest growing private company. Serving as a partner to more than 100 of the Fortune 500 and thousands of smaller companies and organizations, Kelton utilizes a wide range of customized, innovative research techniques and staff expertise in marketing, branding, PR, media, and business strategy to help drive our clients’ businesses forward. For more information about Kelton’s services, please call 1.888.8.KELTON or visit [www.keltonresearch.com](http://www.keltonresearch.com).

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