

BESPOKE SPOKEN

AUTUMN-WINTER 2010-2011 TRENDS
'MADE BY YOU'

INTERVIEWS
Jimmy Wales
Ewan Mc Gregor

THE BESPOKE COACH
Make the right choice

FROM SHEEP TO SHOP
Constant innovation

Autumn – Winter 2010-2011 7th Edition



ASK THE EXPERTS



ERIC MUSGRAVE

Eric Musgrave has been writing about fashion for nearly 30 years and is the author of the recently published *Sharp Suits*, a 200-page celebration of men's tailoring. An award-winning editor-in-chief while at *Drapers*, the UK's top fashion business weekly, he has also held senior positions at *Men's Wear*, *Fashion Weekly*, *International Textiles* (based in Amsterdam) and *Sportswear International* (based in Milan), as well as writing for numerous other publications, including *Financial Times*, *The Observer* and *Vogue*. He was the launch editor of one of the first men's style titles, *For Him Magazine* (now *FHM*) in 1985-86. As well as writing about the industry, he is also a consultant to the fashion business. Eric got his first proper suit aged 13 and currently has 11 suits hanging in his wardrobe. In this edition, he offers useful advice on choosing the perfect made-to-measure suit.



WILLIAM KISSEL

William Kissel is a men's fashion editor who has been writing about the worldwide luxury menswear industry for more than three decades. A three-time recipient of both the Men's Fashion Association's Aldo Award and the prestigious Atrium Award for outstanding reporting on the American garment industry, Kissel's work has appeared in more than two dozen national magazines and daily newspapers across the United States. For the past 13 years, he has served as the fashion editor for the *Robb Report*, the US magazine devoted to luxury lifestyles. At the same time, for nearly 20 years, Kissel has been the editor-at-large for *MR*, an American trade magazine for the menswear industry.



NIGEL BISHOP

For a large part of his career, Nigel Bishop worked in advertising in London, New York and Paris. He has been a freelance writer for the past 15 years, working with multinational companies in B-to-B communications. Since 2006, Nigel has collaborated with Scabal's Fabrics Design department and, in this edition, he identifies the main fabric and made-to-measure suit trends to watch out for in the months to come.



DAVID MANOUKIAN

David Manoukian is the 35-year-old founder of the very select social network The-Sphere.com. The clothing brand that bears his name, Manoukian, was founded by his father in 1970. After gaining a Diploma in Business Administration at Paris's Institut Supérieur de Gestion in 1997, he joined PricewaterhouseCoopers, before returning to the family business to promote Alain Manoukian's international development. In 2005, he was instrumental in the brand's sale to American group BCBG Max Azria. For *Bespoken*, David Manoukian delivers a 'Confession'...



FEDERICO GRANDESSO

Federico Grandesso first covered the Venice Film Festival in 1992. In 2003, he had the chance to cover the Milan Fashion Week and the Rome Film Festival and to interview famous fashion designers. Becoming very interested in the relationship between cinema and fashion, he also started attending the Cannes Film Festival and Paris Fashion Week. During his period in Italy, he was press officer for an Italian designer and had the chance to organize various fashion shows and events during the Milan Fashion Week. In this edition, he talks to Scottish actor Ewan McGregor.



ALAN CANNON-JONES

Alan Cannon Jones is a course director and principal lecturer in the graduate school at the London College of Fashion and works as a consultant for tailoring, menswear and fashion design technology in the industry. He has had more than 20 years' experience working in the tailoring industry for a number of companies, including Chester Barrie, before taking up a position at the London College of Fashion. He is also a regular contributor to conferences on the subjects of menswear, bespoke tailoring and mass customization. He is the author of *Bespoken's* much-respected 'Tailor's Dictionary'.



ANNE-KATRIN SURA

Anne-Katrin Sura is a German writer who lives in Frankfurt. Her work encompasses the best recipes that international cuisine has to offer, with which she loves to entertain her friends and family. Besides being an excellent host, she also teaches the fine art of cooking to young and old. In 2007, she published the bestseller *A Men's Cookbook-Adventure in the Kitchen*. For this edition for this edition, she teaches gentlemen how to cook in style, beginning with *turnedos polenta* and *salsa verde*.



STEPHEN PANDROPOULOS

Photographer Stephen Papandropoulos works predominantly on location for a variety of clients. His images pinpoint individual moments within the ordinary and his work has received acclaim in various international photography competitions. In this edition, he treats us to his vision of Scabal's young and dynamic marketing department.

Illustrations: Jean-Baptiste Biche

THE HEART OF COGNAC



RÉMY MARTIN
FINE CHAMPAGNE COGNAC

Taste our know-how wisely.

THE GOURMET PLACE

COOKED BY THE GENTLEMEN

For quite some time, cuisine has been synonymous with chic. Convivial and satisfying, even the most macho men have succumbed to cooking's charms. So, why not you?



© Anne-Katrin Sura for Walter Haecke Verlag, Germany, taken from "Das Männerkochbuch"

It's time to cook, gentlemen!

T rue luxury – isn't it all about offering pleasures that can't be merely 'bought'? Such refinements are not necessarily always the most expensive, but rather those into which one can put a little heart and soul. For example, a one-on-one dinner in an amazing restaurant is accessible to anyone with a credit card but, on the other hand, to don an apron, put your nose to the grindstone and offer a delectable meal of one's own creation? Beyond price.

To be seated in a restaurant and order a meal: 10 minutes. To do the shopping, commandeer the kitchen and serve up a meal: Two hours.

Time is a luxury, but it is so important to concentrate on the real value of cooking for yourself and your loved one. As usual, it needs a woman to explain it to the men!

As *Das Männerkochbuch (A Man's Cookbook – Adventures in the Kitchen)* author Anne-Katrin Sura says: "You can't go wrong when you cook with love and passion – these are the ingredients for happiness, and this is what nurtures friendship and love. 'Courage' guys – this is the real art of loving!"

RECIPE

TOURNEDOS WITH POLENTA AND SALSA VERDE: WHERE IS THE BEEF?

This is the perfect entrée for a memorable dinner and special night – the beef combines perfectly with the smoothness of the polenta and the aroma of mint, parsley and basil.

MEAT

100g piece of tournedos per person
80ml beef stock
Three tablespoons of dry Sherry or Madeira
Salt, pepper
Oil for frying

POLENTA

100 g instant polenta
½ cube of chicken stock
Two tablespoons of freshly grated parmesan cheese
50g butter

SALSA VERDE

One clove of very fresh garlic (not advisable on your first date!)
½ bunch of parsley
½ bunch basil- and/or mint-leaves
One tablespoon capers (fine)
½ tablespoon Dijon mustard
½ tablespoon wine vinegar
75ml olive oil (extra virgin)

1. Cook the polenta with the chicken stock, add the parmesan and one tablespoon of butter and season to taste with salt and pepper when the polenta is ready. Spread on a baking tray (with baking paper) and allow to cool.
2. Meanwhile, chop all the herbs for salsa verde finely and add olive oil.
3. Choose a glass slightly larger than the tournedos slices and cut two to four rounds out of the polenta dough.
4. Fry the polenta in the rest of the butter and some oil in a frying pan for 10 minutes until they are crispy. Keep hot in the pre-heated oven on baking paper.
5. Fry the meat four minutes on each side (medium) on maximum heat, reduce the heat slowly when the meat looks well roasted. Leave to cool for another five minutes.
6. Take the frying pan and add beef stock and sherry and let it simmer until the sauce reduces, then add the meat juice and the rest of the butter and stir well.
7. Serve the meat with sauce on a polenta round, and sprinkle with the salsa verde.
8. Enjoy your meal!



Tournedos with polenta and salsa

© Chris Meier, BFF, Stuttgart for Walter Haecke Verlag, Germany, taken from "Das Männerkochbuch"

This recipe is an extract from the bestseller *Das Männerkochbuch (A Man's Cookbook – Adventures in the Kitchen)* by Anne-Katrin Sura, first published by Haedeker in 2007.