

THE DEFINITIVE GUIDE TO MEN'S STYLE

The ultimate manual for dressing and feeling your best features Esquire's signature wit and humor, complemented by more than 200 photos and illustrations. This pocket-sized handbook with a foil embossed linen cover offers comprehensive advice on building a versatile wardrobe, discerning clothing quality, and expressing personal style with confidence.

IT'S THE PERFECT GIFT FOR ANY MAN

And just the right size for a stocking stuffer too!

INSPIRING STYLE ICONS

Images of style trendsetters including Yahya Abdul-Mateen II, Timothée Chalamet, George Clooney, Donald Glover, Travis Kelce, Pedro Pascal, Billy Porter, Ryan Reynolds, Frank Sinatra, Harry Styles, Stanley Tucci, The Weeknd, and many others showcase inspiring diverse individuals.

EXPERT ADVICE FOR ALL OCCASIONS

From buying suits and formal wear to navigating a dressed-down casual world, the book offers guidelines for every wardrobe need.

ACCESSORIZING AND STYLE TIPS

Learn how to level up outfits with the right accessories and styling techniques.

INCLUSIVE GUIDANCE

Embrace nonbinary trends and play with previously gendered pieces like pearl necklaces.

YEAR ROUND SELLING OPPORTUNITIES

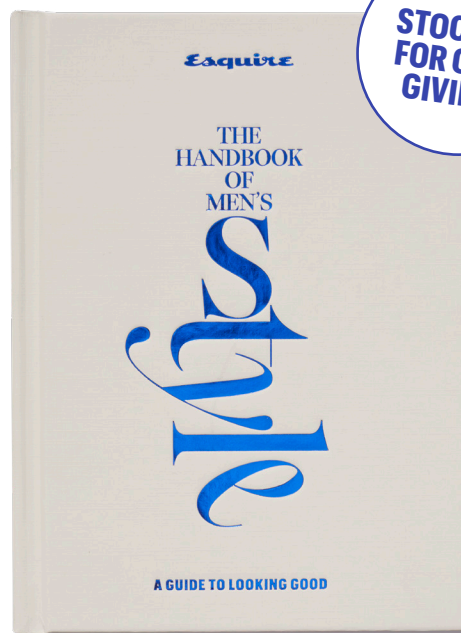
Menswear is the fastest growing category in the fashion industry and this book is essential for all fashion enthusiasts.

EXCITING MARKETING CAMPAIGN

Hearst Home will promote the book in print, and on digital and social to the Esquire audience of 17.5M readers and other fashion-focused brands' audiences.

MARKETING SUPPORT

- Email campaigns to 33M subscribers
- Buzzy cover reveal on social
- Web story amplified on social media and syndicated to Apple News, Yahoo, and other platforms
- Touts in relevant stories on Hearst websites
- Print and newsletter coverage
- Author publicity
- Ads in Hearst publications



ESQUIRE THE HANDBOOK OF MEN'S STYLE

Edited by Michael B. Dougherty

ON SALE 10/22/2024

Announced 1st Print: 50,000

HC: 9781958395806 / \$25.00 USA / \$34.00 CAN

EL: 9781958395035 / \$9.99 USA / \$12.99 CAN

BISAC 1: Self-Help - Fashion & Style

BISAC 2: Design - Fashion & Accessories

BISAC 3: Reference - Personal & Practical Guides

TRIM SIZE: 5¼ x 7¼

PAGE COUNT: 224

200+ Photos and Illustrations

CARTON COUNT: 28

Distributed by

PENGUIN RANDOM HOUSE CLIENT SERVICES

To order, contact your Penguin Random House sales rep or customer service.

1-800-733-3000 USA

1-888-523-9292 CAN

csorders@penguinrandomhouse.com

