



KING & BAY
CUSTOM CLOTHING INC.



THE GENTLEMAN'S
GUIDE TO WEARING
A RAW SILK JACQUARD
SMOKING JACKET



We believe that what you wear should tell a compelling story. There is no gesture more powerful than donning an iconic piece of clothing—a garment both so special and so personal that Fred Astaire was buried wearing one. We're of course talking about the legendary smoking jacket.

The classic smoking jacket is a symbol of laidback luxury, and an emblem of confidence and style. Accomplished men throughout history as varied as Oscar Wilde, Dean Martin, Frank Sinatra, and Hugh Hefner have all adopted the smoking jacket as a key element to their personal aesthetic.

Today, movers and shakers as varied as dapper David Beckham, risk taking Kanye West, and heartthrob Zayn Malik have all sported their own iterations of the decadent, masculine look.

Though the garment has traditional ties to domestic luxury—evenings wear for enjoying the finer things in life like cognac and a cigar while entertaining

friends at home—over the years the jacket has become a style staple for a variety of occasions. Whether it's for a black tie event, a debonair wedding, or just a gentleman's night out on the town, a custom tailored smoking jacket is an important investment for any man's wardrobe.

Of course, there are many different types of smoking jackets and a variety of ways to wear them. A classic example would be a thigh length jacket made from incredible silk jacquard. It might feature a shawl collar, turn-up cuffs, button fastenings, or simply a tie belt. The garment can be styled to fit a confident old soul, or a bold cavalier with some hipster swagger.

The possibilities are endless if you work with a talented, forward thinking men's tailor.

A gentleman deserves a garment just as versatile, unique, and full of history as he is. Here's all you need to know about how to tell a story with a silk jacquard smoking jacket.



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A Brief (HIS)TORY of the SMOKING JACKET

So just how storied is the much-revered smoking jacket? You might be surprised to learn that the garment dates all the way back to the 17th century!

Here's a quick gentleman's history lesson.

GARMENT DATES ALL THE WAY BACK TO THE 17TH CENTURY!



- 1600s** The first prototypes of the classic smoking jacket appeared as fine silks began to be imported into Europe from India, China, and the Americas. Well-to-do gentlemen would don these fine, leisurely silk garments to get their portraits painted.
- 1850** Gentleman's Magazine of London first described what a classic smoking jacket would look like: "a kind of short *robe de chambre*, of velvet, cashmere, plush, merino or printed flannel, lined with bright colours, ornamented with brandenbourgs, olives or large buttons."
- 1853** Turkish tobacco became popular in England, and men commonly enjoyed a pipe or cigar with some brandy after dinner. The smoking jacket functioned as a way to keep the ashes and smell of smoke off of a man's clothing.
- 1865** By this time the garment was no longer just for smoking. Edward VII (Prince of Wales) popularized the smoking jacket, transforming it from mere loungewear to an acceptable piece of formal clothing.
- 1960s** In the 20th century the stylish gents in the Rat Pack adopted the smoking jacket, ushering in a new wave of popularity for the modern man.
- 1970s** The original playboy himself, Hugh Hefner, adopted his trademark silk smoking jacket look. Rumour has it Heff owns over 200 custom-made smoking jackets!
- Today** The smoking jacket is now considered an all-occasion alternative to a formal tuxedo or a casual blazer. Perfect for at-home entertaining or a night on the town, it's a great way to set yourself apart from the crowd—and feel comfortable doing it.

Modern-day men who've rocked the smoking jacket with a contemporary twist include Drake, Michael Bublé, and Jon Stewart.

What is SILK JACQUARD?

The beauty of the smoking jacket is how it mixes an air of leisurely comfort with the luxury of elevated detailing. That's why silk jacquard is the perfect fabric for your smoking jacket. Here's what you need to know.

Jacquard Weaving

Jacquard is a type of fabric defined by the process of weaving that creates it. The weaving is rich, diverse, and versatile, creating the effect of a shadowlike pattern. The raised pattern is woven—instead of printed—onto the fabric, making it a more delicate process with an unmatched effect. Popular patterns include damasks, florals, and geometrics, depending on taste and style. The drape and

durability of jacquard fabric will depend on the fibers used.

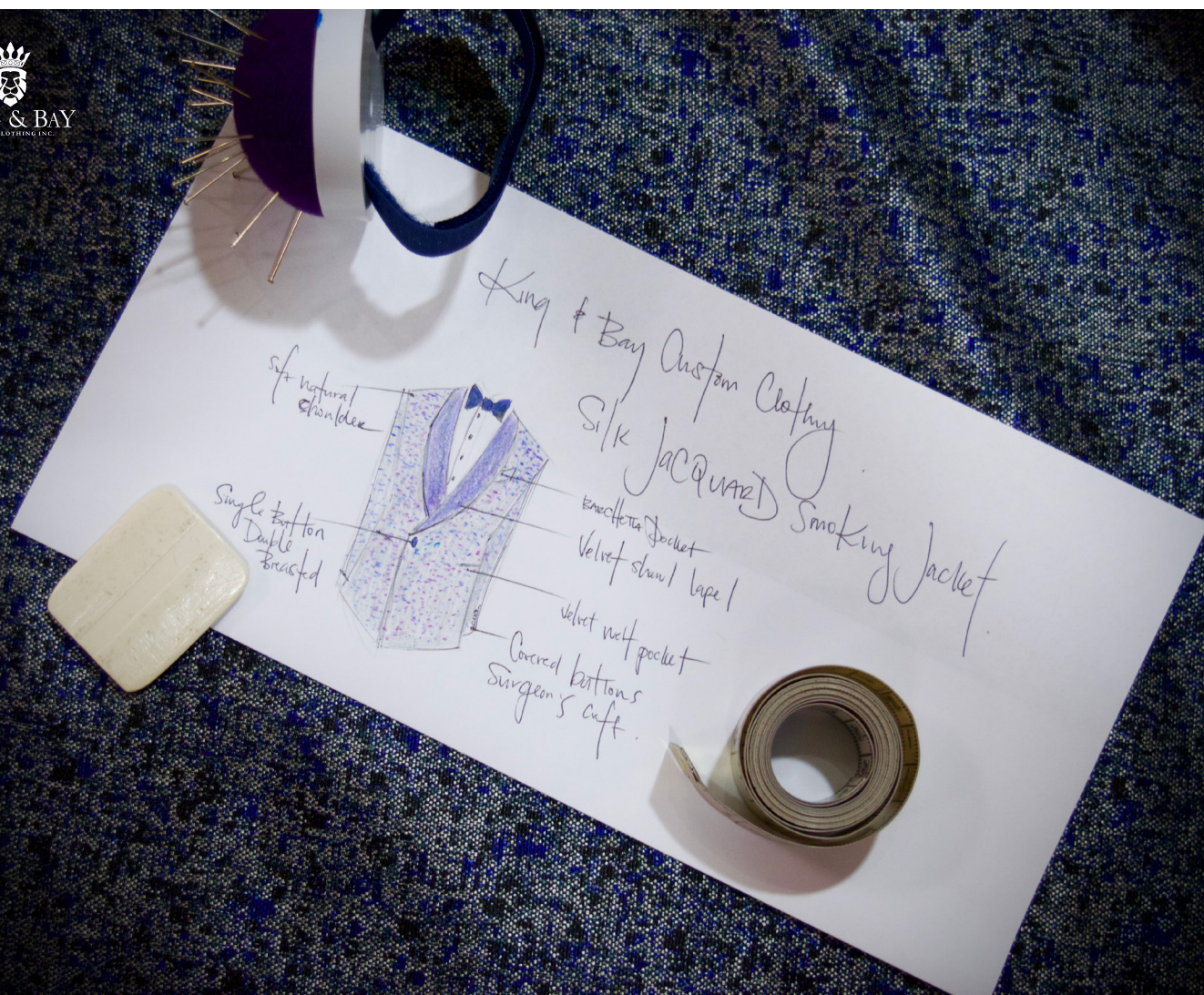
The jacquard weaving technique is named after Joseph Marie Jacquard, a French weaver and merchant who lived during the late 1700s and early 1800s. His invention is considered to be one of the most important advancements in the history of programmed weaving.

Silk Jacquard

One of the most luxurious fabrics available, silk jacquard meshes the elegance of silk with the striking detail of jacquard patterning. Silk jacquard is one of the most beautiful and luxurious textiles, making it perfect for elegant eveningwear.

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WHERE to WEAR IT

A quality, custom-made jacquard silk smoking jacket is as versatile as you are. Remember: rules are meant to be broken! You and you alone define the occasion. Start by considering:

Entertaining at Home

Given its rich history of luxury, leisure, and loungewear, a smoking jacket is a perfect option for a gentleman entertaining guests at home or in a more domestic setting—think a cocktail party or special dinner.

Romantic Date Night

Chivalrous, playful, romantic—a smoking jacket can add a special touch

to date night, too! Wear it instead of a dinner jacket or blazer, and your partner's eyes will surely be on you for the entire evening.

Black Tie Events

If it's good enough for The Rat Pack, it's good enough for you! A smoking jacket can be a chic alternative to a tuxedo or three-piece suit. You will be the most well-dressed and intriguing gentleman at any wedding, opera, or gala!

Where you choose to wear a smoking jacket is completely up to you. The world is your oyster!

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WAYS to WEAR IT

When it comes to rocking a smoking jacket, the possibilities are endless—especially if you engage a quality tailor with the right vision to help you. Smoking jackets have personality, and can range from debonair sophistication to striking fashion statement, depending on how you style it.

Stay true to yourself

It's best to keep your overall style in mind when sporting a smoking jacket. You can choose to emphasize either the more casual aspects or the luxurious qualities of your garment, depending on your aesthetic and the occasion.

If you prefer a more classic look, a silk jacquard smoking jacket in navy blue, oxblood, or olive green are great choices—and you can never go wrong with black, of course. **Think Tom Ford, Leonardo DiCaprio, or Jay-Z.**

If you're looking to get bold and creative, royal blue, purple, red, or even mustard yellow are some other playful options. Go this route if you **admire or wish to emulate the bold sartorial flair of Pharrell Williams, Johnny Depp, or Bruno Mars.**

Decide on the style

There are two distinct styles of smoking jacket: the sash or belt tie, which looks more robe-like, and the sturdier dinner jacket version with buttons.

The **sash or belt** tie smoking jacket has the look of dressing gown (but falling mid-thigh or hip length) and possesses a worldly, fin-de-siècle charm. It has

little construction, meaning it flows and drapes nicely on the body. This style can be worn casually entertaining guests, as an elevated form of loungewear when travelling or staying as a guest, or as a comfortable but professional option for the office.

The **dinner jacket** style looks and feels similar to a blazer or suit jacket, and is intended to be worn out on the town. It fastens with buttons, and can be as ornamental or as minimal as the wearer likes. For contemporary gentleman, this is a great option for any variety of celebrations and nights of revelry!

Be confident

The most important thing to remember is to be confident. Whether you're a modern-day wit like Oscar Wilde, a classic crooner like Sinatra, or a bit of a decadent bad boy like Hugh Hefner—there's a smoking jacket waiting to be tailored to your exact qualities.

Work with a custom tailor

Wearing a smoking jacket will get you noticed—just make sure it's not for the wrong reasons. You want your special garment to fit like a glove, and for the details to be just right. Since a smoking jacket might contain details, measurements, and ornamentations that you're unfamiliar with, partnering with a tailor will help you pull off your look with easy elegance. Need advice about how to accessorize, want more information about jacquard silk, or some more suggestions on colour and pattern? A gentleman knows that a specialty tailor is the only way to go.

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KING & BAY CUSTOM TAILORING

There is no substitution for the eye of a master when it comes to creating a garment that fits and feels just right. Every King & Bay suit offers the opportunity of endless customization—a process where you can alter, adjust and experiment to create a garment that is 100% you.

Our custom tailored suits are hand crafted in a family-run tailoring shop, proudly operated by 5th generation craftsmen. This amazing group delivers the highest quality custom clothing and fashion to our King & Bay clientele.

Book a consultation with an expert today.

BOOK APPOINTMENT >





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