



60 Years of Excellence  
in British Columbia 1951-2011

# How to surf the social media wave

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# outlook

A PUBLICATION OF THE CERTIFIED GENERAL ACCOUNTANTS ASSOCIATION OF BRITISH COLUMBIA

## The socialized professional

A step-by-step plan to launch your social media presence

## Rules of engagement

Strategies for implementing social media

## Surviving the leap

One CGA's foray into social media

## 60 years young!

Celebrating CGA-BC's Diamond Anniversary

Jason Trefanenko, CGA  
Heather Maclean, CGA student



We see more than numbers.



Menswear this spring offers a new business suit silhouette, a tonal, muted colour palette and a level of sophistication that is relaxed, not rigid.



# getting down to business

Harry Rosen calls this modern suit the 'New Cut.' They say that it "offers a slimmer silhouette, fits close to the shoulders, hugs the collar, has higher armholes, a well-balanced lapel and is an appropriate length. Pants must be flat front and are cut closer to the leg with little to no break - cuffs are optional."

Best suiting colours for spring 2011? I sug-

gest you pack away your dark navy, black and charcoal grey suits until next fall. Look for softer shades of dove grey, tan and camel in lightweight wool. For the summer, I'm always a fan of the slim cut, cotton poplin, tan suit. It just looks crisp, modern and office-appropriate during those sunny summer months. Dark suits in the heat of July look odd and out of place.

A soft grey suit is fresh and plays well with pops of colour as accents in shirts, pocket squares and ties. I especially like the new turquoise, butter yellow and mango shades played against grey. Pair your tan suit with touches of navy and dusky blue this spring.

(Continued on page 32)

- ↑ Double-breasted suit by Canali
- ← Canali shoes
- Allegri trench coat

} available at Harry Rosen • [www.harryrosen.com](http://www.harryrosen.com)

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Single or double-breasted? You'll find both on the racks at your favourite clothiers. I always suggest stepping out of your usual comfort zone and at least trying on a well-cut, single-breasted suit if you think you are always a 'double-breasted suit guy.' Most men are surprised with the slimming results. Note to men of shorter or stockier stature: double-breasted suits are not your best choice. Wide, peaked lapels will make you look shorter and wider, as they draw the eye outward. Single-breasted jackets tend to provide lengthening, vertical lines, which are a shorter fellow's best friend.

The newest look in footwear has to be oxfords and brogues in buttery cognac or tan leathers, with details like gradient 'aging,' perforations and contrast stitching. Cheap or old shoes can absolutely ruin your look, even if paired with a brand new suit. Keep tabs on your footwear, rotate the pairs you own and keep them in good repair and well polished.

When it comes to menswear, your belt should absolutely match your shoes. This rule may bend for women, but it doesn't for men, especially when it comes to dressing for business. Tan belt? Tan shoes. Give your belts a once-over too. Are they starting to crack where the holes are? That's just regular wear and tear, but it looks bad if it shows, especially when you take your jacket off and your belt is on display, front and centre.

Wear glasses? An old, out-of-style pair can really date your look. Strong bold frames are the way to go, especially in tortoise, black or chocolate brown. Geek-chic is hot this spring – and men look fabulous in glasses with great style.

For outerwear that you can wear pretty much any time of year, you can't beat the trench coat. It always looks stylish and pulled together over your suit, and new technology has produced fabrics that not only repel water but also resist wrinkling. A trench is great for travel too. Have you looked at your own coat after it's been hauled up and squashed into the overhead bin of a plane? New, treated fabrics make all the difference. ☐



↑ Z Zegna suit from Harry Rosen • [www.harryrosen.com](http://www.harryrosen.com)

↳ Single-breasted suit from Banana Republic • [www.bananarepublic.ca](http://www.bananarepublic.ca)

↗ Top: Eyeglass frames by Fysh • [www.fyshuk.com](http://www.fyshuk.com) • Bottom: Eyeglass frames by Evatik • [www.evatik.com](http://www.evatik.com)