

Ties off for leaders of fashion

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The Big Freeze may have prompted the country's male population to grab something to keep their necks warm, but Liberty chief executive **Geoffroy de la Bourdonnaye** insists that men's scarves are now a fashion accessory to be worn all year round.

Indeed, more businessmen have been spotted wearing various scarves at functions. **Sir Stuart Rose**, one of the best-dressed UK executives, knows how it's done.

Sir Martin Sorrell, who seems to have a large selection, has sometimes been seen submerged in masses of white scarf, although on the snowy slopes of Davos a year ago, he chose a more traditional approach, wearing a blue and white number inside his coat with the tie on view.

The suave M de la Bourdonnaye - who has just been voted as one of the five Français of the Year by French expats living in the UK and has been at the helm of one of the UK's leading purveyors of scarves since 2007 - believes the right way for men to wear one is without a tie. It is, he says, a perfect way of dressing up a suit for formal occasions without being too stuffy.

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