

**AMIR GHAFFARPOUR WEARS:**

Black tuxedo smoking jacket, Dhs27,200; silk cummerbund and bowtie, Dhs1,925, all Brioni

**DR MICHAEL APA WEARS:**

Blue tuxedo smoking jacket, Dhs25,800; silk neck tie, Dhs1,300; classic white shirt, Dhs1,925, all Brioni

**ANDREW SCOTT WEARS:**

Braciano smoking jacket, Dhs16,800; formal trouser, Dhs2,950; tweed print shirt, Dhs1,925; silk neck tie, Dhs1,300, all Brioni

STYLE FOCUS

ESQUIRE LOOKS TO LUXURY MENSWEAR BRAND BRIONI FOR ITS FORMAL PARTY ATTIRE

BY KATE HAZELL / PHOTOS BY AJITH KUMAR

December is undoubtedly Dubai's most style-centered month when it comes to the social calendar, with the Dubai Film Festival rounding the year off nicely. Esquire teamed up with Eleqt and Vii at The Conrad Dubai and Brioni last month to host our own DIFF after-party for the region's sharply-dressed VIP crowd.

Why Brioni? Because the 70-year-old Italian brand, founded in Rome in 1945, is one of the most prestigious Italian luxury menswear couture houses in the world. And when it comes to making a sartorial statement? Well, the suits speak for themselves, as you can see here on three of the guys from our Best Dressed 2015 list. Andrew Scott, Dr Michael Apa, and Amir Ghaffarpour headed up the Eleqt guestlist with serious aplomb, as you can see from the pictures above.

While these men make it look easy, Brioni's creative director Brendan Mullane must also share the plaudits. He has seamlessly embedded heritage and innovation into the brand's success story this season, with lean silhouettes, luxury fabrics and impressive workmanship on each piece. Brioni's state-of-the-art sartorial techniques explore new ground, with embroidered and needle-punched patterns on a cashmere, wool and silk blend, while hazy checks are unique when it comes to formal attire (fun fact: it takes nine years to graduate as a Brioni master tailor).

So as it's the beginning of a new year, take your queue from these three gents and invest in a sharp, impeccable suit that'll give you an edge when the next invitation says black-tie only. **E**

Brioni is at The Dubai Mall, +971 4 434 1418 and Mall of the Emirates, +971 4 341 0810.