

(Publicity)

Men's business style

Business execs discuss men's fashion

When doing business in Japan, one may have to pay extra attention to adhere to unique Japanese business customs. Non-natives may find it difficult to adjust. However, when it comes to business fashion, respectable attire is appreciated worldwide, including Japan.

The Japan Times has asked the executives of two prominent companies about how fashion helps doing business in Japan.

We asked the following questions: 1) How long have you been in Japan? 2) Will you describe your working experience? 3) What would be your best advice regarding doing business or working in Japan? 4) What is your favorite go-to brand or shop for your business style in Japan? 5) What are the most important accessories in your daily business style?

FAWZAN FAREID COUNTRY MANAGER JAPAN AND KOREA, SRI LANKAN AIRLINES

1) As of July 31, it will have been two years living and working in Japan.

2) Due to the language barrier, it was quite challenging. Despite that, the desired results and positive output have been due to a collective team effort and each member giving it their all.

Despite Japanese being a difficult language for me to learn, I'm grateful to the locals who are able to communicate in English with me. This indeed has helped me in my business ventures, in addition to settling down easily. Politeness, sensitivity and good manners are key.

Having worked in three different countries, I found Japan's business culture uniquely different from others. The Japanese deliver service far beyond what



was originally requested, leaving many customers highly satisfied. It is difficult to deny that Japanese take time to reach decisions, however this is by no means a reflection of inefficiency. Rather, it has to do with a difference in the decision-making process.

3) Everyone will encounter difficult moments or something that might seem unusual compared to their own country. The best way to be familiar with your surroundings and the new way of life is to learn the unique Japanese culture and language as soon as you arrive in Japan.

The Japanese simply are not interested only in the absolute results; they are equally interested in the process. It is important that we as foreign managers should not only focus on the results, but we should also stop to see how it could be done better.

The other important aspect is to be conscious of all first meetings, especially with senior management teams of larger organizations. As time passes and your relationship with customers strengthen, formalities will lessen.

4) Well it's a choice between Brooks Brothers and Banana Republic when it comes to business style.

5) Business style accessories are highly important in our day-to-day life. Out of many accessories, I prioritize the necktie, wristwatch and cufflinks.

JOSE ANTONIO SANTOYO LLAMAS BD ASIA, THE WORLD FOLIO

1) One and a half years.

2) It is unexpected, adventurous and fun.

3) Patience. In Japan, it's a matter of trust, not a matter of money. If you can be patient,



develop relationships and overall deliver what you promise, then you will do well. Be ready to adapt. Don't try to make people understand you, but you should work to understand them.

4) I love Comme Des Garcons, especially suits by Junya Watanabe. It is a way to keep a fresh look without crossing the line to the informal. Now, about shoes, I love Charles Tyrwhitt. It's not the most luxurious, but extremely comfortable;

something especially important for Japan since you have to walk or stand for long periods of time.

5) Cufflinks. There is no possible way to dress for work without cufflinks, no matter if you are just wearing a sports jacket and jeans. Cufflinks, cufflinks, cufflinks. There is just one place to find the best ones: Loewe. Also, a couple of colorful nice socks; they are always a great icebreaker.



Cufflinks are a must-have fashion item for businessmen. ISTOCK

Luxury and functionality in perfect pairing

World-renowned luxury watchmaker Richard Mille has released a new model in collaboration with 31-year-old tennis star Rafael Nadal, who notched an unprecedented achievement in winning the French Open, otherwise known as Roland Garros and one of the four Grand Slam tournaments, for the 10th time in May.

During his march to victory at the French Open, Nadal sported the seventh collaboration between the Spanish tennis star and Richard Mille, the RM 27-03 Tourbillon "Rafael Nadal," on his right wrist.

Despite being a unique tourbillon model, only 50 of which exist, the watch offers the high, innovative functionality of being able to withstand G-forces of up to 10,000 Gs, an amazing technological breakthrough achieved by years of research and development, enabling the watch to be light and strong. The Spanish flag served as the inspiration for the watch's vivid yellow and red design. The hand-wound watch measures 47.77 mm by 40.3 mm and is priced at ¥89,000,000 plus tax.

Newyorker Men's has released a tailored Float Jacket, which weighs in at only 350 grams, so light it feels as if it floats in the air.

The jacket eliminates any extra cloth to minimize weight and create incredible lightness. As light as it is, the new line

FLOAT JACKET New Unconstructed Style



Clockwise from above: Float Jacket by Newyorker Men's; 10-time French Open tennis champion Rafael Nadal; RM 27-03 Tourbillon "Rafael Nadal," a watch created in collaboration between Nadal and luxury watchmaker Richard Mille NEWYORKER, RICHARD MILLE



boasts chic patterns and stylish tailoring. Comfort and the lightness of the material make it an ideal choice for men's fashion in early autumn when the lingering summer heat continues to be a bane for businessmen.

The jackets are for sale at 53 Newyorker Men's shops in Japan and the company's website. It comes in two color and design patterns of navy windowpane, which is

96 percent wool and 4 percent cotton, and melange grey plain, which is 100 percent wool. The jackets are priced at ¥43,000 plus tax.

For more information about Richard Mille, see <http://www.richardmille.jp>. For more information about Newyorker, see <http://www.newyorker.co.jp>. To buy online, see <http://www.ny-onlinestore.com>.

Balancing the body, mind, spirit

To be successful in any field, one needs to be strong physically and mentally, but to be the best, a spiritual aspect is also necessary.

These three components are at the heart of Haleo Omotesando, an urban dojo newly opened in one of the best neighborhoods in Tokyo.

"It takes a lot of guts to enter a traditional dojo, which is usually in a rural area where they don't speak English, so I wanted to lower the hurdle so that everyone can strengthen completely," said David Halton, founder and CEO of Sendai-based BodyPlus International, which produces Haleo supplements and runs the dojo, as well as a CrossFit gym in the Daikanyama area of Shibuya Ward.

Just steps from the main boulevard, the dojo is surprisingly serene, with a terrace and bamboo garden in the rear, artisanal tatami mats in the main space and paintings and spiritual elements decorating the walls.

The dojo provides what Halton calls "full circle strength" — hence the dojo's ink-brush circular logo — by bringing balance to the physical, mental and spiritual components. Through weight training, one becomes physically stronger while gaining mental strength by pushing beyond one's limits; by practicing martial arts, one engages in a physical activity that requires strong mental focus; while the *mokuso* (meditation) and showing of gratitude inherent in life in a dojo enhances the spiritual aspects.

"The top-level athletes, I've noticed that physically they're very developed, mentally they're also very strong, but then you see the world-class athletes — champions — they also have one more component," said Halton, a Calgary native born to a Japanese mother and Canadian father.

He describes this spiritual component with the Japanese term *konjo* (spirit). He cites New Zealand's rugby team as an example.

"You have the All Blacks, who are just dominant," Halton said. "France, South Africa and Ireland; you would say they are at the same level physically and mentally, but there's a spiritual aspect to the New Zealand game, so it's not just a sport anymore. I think that gives them the strength to really win. I've noticed that also in martial arts."

The Haleo Omotesando dojo offers martial arts training in kickboxing and a form of Brazilian jujitsu. These activities can teach anyone such as businesspeople and global leaders valuable skills, Halton said.



David Halton, founder and CEO of Sendai-based BodyPlus International, which produces Haleo supplements and runs Haleo Omotesando dojo, as well as Haleo Daikanyama CrossFit gym, both of which are in Shibuya Ward, poses at the former on July 11. YOSHIAKI MIURA

Kickboxing requires striking quickly, "strengthening your reactions, being able to make decisions and listening to your gut," Halton said, to help people "listen to instinct and always be the first to strike."

Jujitsu is a strategic, defensive martial art. "A lot of people say it's like chess, so you're always thinking steps ahead of your opponent," Halton said, helping people "look ahead and strategize."

More than these aspects, however, Halton adds that a dojo is a place "where we as adults continue our education on humanism, being good people."

For five or six years, Halton thought about opening a dojo, "but we never had the correct role models, the teachers that can teach that aspect of the martial art, until now, so all the teachers that we have are world champions, just really good people at heart."

"I really got on to the spiritual aspect two or three years ago, when I started to research scientifically in the Western style," he said. "So if I have the data, I can explain it and Westerners appreciate evidence and data."

He found that "not just the meditation, but the training that happens in the dojo

affects the hormones; the neurotransmitters that make us happy."

"This is why Japan is still the place with the kindest people; the most peaceful and safest place on Earth," Halton said. "We should promote this, keep it going. More people should be able to be involved in martial arts because it just makes our society better and makes people better."

Ultimately, Halton said, the Haleo Omotesando dojo is "our way of giving back, creating good for society and for people in our own unique way."

For more information, see <http://haleoomd.com>



Martial arts training at Haleo Omotesando dojo BODYPLUS INTERNATIONAL

BUSHIDO

Train body, mind and spirit through Budo



Professor Roberto Satoshi Souza

Professor Marcos Souza

Authentic Brazilian jiu-jitsu, kickboxing and personal training coached by world champions

Beginner to expert level adult and women's classes available

exclusive dojo



Call now to reserve your trial lesson:

03-6804-1537

WKDAY 6:00~22:30 WKND & Holidays 8:30~17:00

www.haleoomd.com info@haleoomd.com

4-3-4 Jingumae, Shibuya-ku, Tokyo, Tokyo Soir Omotesando Building B1F

@HALEO_OMD Haleo Omotesando haleo_omd