A classic blazer is one of the essentials in your wardrobe; there are never too many occasions to wear it! If you choose a classic colour or pattern, it can be used to dress up/dress down many other garments in your wardrobe.

To enhance your silhouette, make sure you choose a modern cut suitable for your shape and made of a good quality fabric.

If you are on a budget, remember that you can always find great second-hand or vintage pieces in charity shops.

Material matters
If you want to maximise the life of your jacket, pay close attention to the main fabric it is made from. Wool is definitely the best material for all year-round use, providing the most durable option and best properties overall. Beautiful tweeds are timeless and regularly come back in fashion. For warmer months, you may prefer cotton or linen and choose an unlined garment. If you choose a fitted jacket, it is best to select a fabric that is slightly stretchy.

Style matters
Single breast jackets usually suit women’s body types better than double-breasted jackets. For a more elegant look, some tailored jackets and blazers come with very discrete fastenings, or no fastenings at all (when designed to be worn open). Choose a contemporary style with a fitted waist that will enhance your silhouette. The classic blazer will have welt front pockets, as well as a chest pocket. If you’re after a more casual look, choose a blazer with narrow lapels and collar. Remember to check trims and the inside of the blazer to see the quality of seams and lining used.

Colour code
Plain coloured blazers and jackets are always easier to pair with other garments than printed or patterned ones. The most versatile blazers come in plain classic colours such as black, grey or navy. However bold colours can work well too (depending on your wardrobe’s colour palette!). If you prefer a pattern, choose traditional ones, some of which also come in brighter colours. Some jacket linings are also interesting, coming in lovely colours and prints.

Who cares, wins
Regularly brushing your jacket with a clean soft clothes brush and airing it after wear will help keep it clean and longer-lasting.

To preserve the drape and shape, hang it on a sturdy plastic or wooden coat hanger; avoid thin metal hangers which don’t have the strength to maintain jackets’ natural shoulder line. If your jacket is made of wool, ensure you follow our tips to prevent moth damage. For deeper cleaning, closely follow the care label instructions. Most blazers and jackets will be ‘dry-clean only’, but you can also find machine-washable ones, even if they are made from wool. Ensure you stick to the wash temperature, cycle and spin advised on the label.