



KEN CLARKE: FASHION HERO

The brown suede brogues, the crumpled double-breasted suit, the George Melly fedora. We never thought we would say it, but Ken Clarke's wardrobe is looking rather tasty right now. Think about it: Clarke's look (and, make no mistake, this is a "look") is totally zeitgeist. A little bit posh, a little bit geezer; suit from Savile Row, hat from Herbert Johnson, personality from the Dog & Ferret. He may not be groomed, but he oozes nonchalance, and nobody likes a man who tries too hard, it's just a bit – well, Peter Mandelson. But Clarke has always done things his own way. Nobody has made over his image or done his colours. Nobody has ever told him to take off his jacket to show his credentials as a man of the people. He is just a bloke from Nottingham, with a beer gut and a penchant for cigars, and he doesn't care who knows it. The man is exactly as he dresses – affable, bonhomous and reassuringly shambolic.

PRESENT PERFECT

Yes, there's nothing a girl likes more than a spontaneous gift. It should be the premier weapon in your armoury against the vagaries of that absurd, random, unknown quantity – the female mind. Want her to be putty in your hands? Then read on.

When she's hung-over A bacon sarnie, made using Duchy Originals back bacon and fresh Pugliese bread from a farmer's market

When she's feeling ugly A facial from Ewa Berkmann at Claridge's (020 7409 6565)

When she's really, really unimpressed with you Some very expensive silk underwear from Myla

When she's got nothing to wear

Anything – anything – from Chloé

When you've been boring recently

If it hasn't sold out, a pair of tickets to Mike Leigh's new play at the National

When things have been boring recently A weekend at La Abubilla Yurt Hotel in southern Spain (www.yurthotel.com)

When you feel like indulging her baser girlie instincts Silly fairy lights (www.urbanouffitters.co.uk)

When she's feeling cynical

An oak sapling

When you've been neglecting her

Afternoon tea with champagne at the poshest hotel in town

When she's feeling old A day trip to Longleat Safari Park

When it's her birthday A home-made, wittily annotated album of the last year's photographs

When she's in bed with flu

A cashmere blanket from Daniela Besso (020 7486 7408)

When urban life gets her down

A return 1st-class sleeper ticket on the Penzance express

When you just really love her

Rocks (big, sparkly ones, the biggest you can afford)

When you've got no reason at all Cupcakes from Konditor & Cook (www.konditorandcook.com)



THE TRAINER GUIDE

SHOE	CELEBS	TYPE	STYLE	
 £60, by K-Swiss; 01458 449 3331	 Air Terra Sertig, £60, by Nike; 0800 056 1640	 White Clyde, £60, by Puma; 01924 425500	 Red Phoenix, from £70, by Adidas; 0161 419 2500	 £80, by New Balance; 0800 389 1055
McFly Craig David Lemar	Rio Ferdinand Gavin Henson Thierry Henry	Doug E Fresh Kaiser Chiefs	Jay Kay	Damon Albarn Anthony Kiedis Giles Deacon
For the middle-class teen with a Barbados tan, posh-boy hair and a Golf GTI. Can be found drinking in gastro-pubs.	For the mainstream sports-trainer enthusiast. Uses hair gel and surreptitiously reads copies of his girlfriend's Heat	For the chain-smoking vinyl junkie who drinks Guinness in a flat cap while discussing the latest Roy Ayers gig	For the baggy-jeans wearing, hip-hop lovin', De La Soul bopping, 1980s-style breakdancing B-boy hipster	For the effortlessly cool, non-flashy trainer-head with a subtle, understated style. Found cutting beats in a state-of-the-art music studio
A clean-living preppy style that's best teamed with khakis, a white Ralph Lauren T-shirt and a dazzling white smile	Wear with Umbro hoodie by Kim Jones, Paper Denim jeans, and accessorise with Kanye West on your iPod Nano	Do the urban-retro look with a vintage leather jacket, distressed Diesel jeans and a battered old record bag	You'll need a pair of billowing Levi's jeans, a suitably retro T-shirt and some Harlem attitude	Work as sport or fashion. Always wear with a smug "in the know" expression and – this is vital – a sporty physique

WHAT'S YOUR FANCY?



ANGELINA JOLIE Filthy crush



KIRSTY ALLSOPP Posh crush



FERN BRITTON Just a crush