

ENOUGH ALREADY!

WHY TOO MUCH IS TOO MUCH.
BY HANS GSCHLISSER



**“RESEARCH
REVEALS THAT
PEOPLE SCORE
HIGHER ON THE
HAPPINESS
INDEX IF THEY
LIMIT THEIR
CHOICES.”**

**TOWN OR
COUNTRY?**
A look from
Thom Browne's
fall/winter
2012
collection

On a recent shopping excursion, I came to the conclusion that too much of a good thing is not necessarily good. Like most people, I don't enjoy being overwhelmed by an avalanche of irrelevant and dizzying options. Who wants to spend hour upon hour searching for something presentable to wear?

You know what I mean. In everyday life, despite the myriad cable channels, YouTube videos, Twitter feeds and social media posts, there's little that actually holds my attention. This goes for the overabundance of fashion messages as well. Looking at hundreds, if not thousands, of posted images from fall 2012 menswear shows in Milan, Paris and New York, I'm tempted to buy nothing at all. The reality is, I'm not inclined to look like a deranged escapee from a Thom Browne fashion show,

nor am I ready to wear a skirt. All I really want are some nice-looking, appropriate, slightly slimmer cut suits and sportcoats to make me look somewhat in the know.

As it turns out, it's not just me: Experts confirm that drowning in decisions is a symptom of society's current excesses. This is well documented in psychologist Barry Schwartz's insightful book, *The Paradox of Choice: Why More is Less*. "As the number of options increases, the effort required to make a good decision escalates as well, which is one of the reasons that choice can be transformed from a blessing into a burden," maintains Schwartz. "It's also one of the reasons we don't always manage the decision-making task effectively."

Once you realize that too many choices are unhealthy, it's a welcome relief to find a store that offers a well-curated assortment of great clothes you actually want to wear. This removes unnecessary stress from the decision-making process and purportedly raises one's happiness index. (And who doesn't want to be happier?)

So for those with a penchant for Armani, Zegna, Canali, Hugo Boss and Ralph Lauren, check out your local independent menswear store for a well-edited mix of beautiful clothing. You'll take comfort in a simplified shopping experience, great service and an easy-to-understand presentation of the best of the best.

"Can one desire too much of a good thing?" ponders William Shakespeare in *As You Like It*. And the answer is, emphatically, yes!