

MAISON FOLA · INFLUENCED BY PARIS · NEW YORK · LONDON



A BY FOLA GUIDE

The Executive *Presence* Style Guide

How to dress with authority for the boardroom, the stage and
every room in between.

By Fola F. Alabi

FOUNDER AND CREATIVE DIRECTOR, BY FOLA

BY FOLA · Executive Presence, Tailored.

A LETTER FROM THE FOUNDER

Born out of *necessity*.

Crafted for leaders who command the room, By Fola represents the intersection of global vision and impeccable tailoring.

Born from a journey that spans from Africa to the academic rigour of the UK and the refined elegance of France, Paris and Bordeaux, the brand was born out of necessity.

As a global authority and keynote speaker, my search for structured, authoritative pieces that projected executive presence without compromise proved fruitless.

By Fola solves this gap, bringing tailored style, fitted elegance and true luxury to the modern professional, while remaining accessible to those who lead with intent.

This guide is the first gift of the house. It holds the principles I use every time I step onto a stage or into a boardroom. I hope it helps you walk in and be seen before you speak.

Fola F. Alabi

FOUNDER AND CREATIVE
DIRECTOR

THE JOURNEY

● Africa

Heritage

● The United Kingdom

Academic rigour

● France · Paris & Bordeaux

Refined elegance

● The global stage

Executive presence

HERITAGE · JOURNEY · LEGACY

ABOUT BY FOLÀ

The fashion expression of *executive presence.*

Men *and* women. Boardroom *and* stage.

Leadership *and* lifestyle.

ARCHITECTURAL TAILORING · EXCEPTIONAL SILK · STRATEGIC PRESENCE

ACCESSIBLE LUXURY

Signature

Core blazers, shirts and silk. Clean construction, premium fabric, the house codes with restraint.



PREMIUM TAILORING

Executive

Canvas-built jackets, velvet and gilt details, Heritage Lattice linings. The hero pieces.



LIMITED PIECES

Couture

Hand embroidery, pearls and sculptural detail, made in very small numbers.



BEFORE A WORD IS SPOKEN

What executive presence *looks like*.

Executive presence is how others experience you: composure, clarity and command. Clothing is the first signal. It should say three things at once: I am prepared, I am in control, and I respect this room. These five principles make that signal clear.

I **Structure** A defined shoulder and a clean line make you look ready and certain.

II **Fit** Precise fit reads as competence. Nothing pulls, nothing sags, nothing distracts.

III **Colour** A calm base and one deliberate statement. Colour with intent, never at random.

IV **Detail** One signature detail that people remember. Not five that compete.

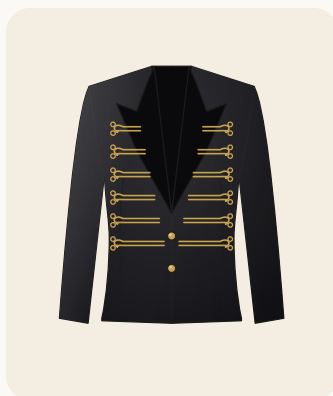
V **Intent** Dress for the room you are entering and the outcome you want from it.

PRINCIPLE I

Structure *speaks first.*

A structured jacket gives the body an architecture. The shoulder is the most important line you wear: squared, rounded or sculpted, it should be deliberate and it should sit exactly on your own shoulder.

- Choose jackets with shape at the shoulder and a defined waist.
- A nipped waist or subtle peplum adds authority without stiffness.
- Soft layers underneath (silk, fine knit) keep the look human.



PRINCIPLE II

Fit is *authority.*

An expensive jacket that fits badly looks cheaper than a simple jacket that fits perfectly. Use this checklist in the fitting room.

SHOULDER	The seam ends at your shoulder bone. No dent below it, no overhang.
CHEST	Buttoned, the front lies flat. No X-shaped pulling at the button.
WAIST	Shaped close to the body with room to breathe and gesture.
SLEEVE	About 1 cm of shirt or blouse cuff shows when your arms are down.
LENGTH	Proportioned to your height and the silhouette. For men, it covers the seat.
MOVEMENT	Raise your arms, sit, stand and stride. The jacket should return to place.

A good tailor is part of your wardrobe. Budget for alterations.

PRINCIPLE III

Colour *architecture*.

Build every look on a calm base, then add one clear statement. A simple ratio keeps it balanced: about 70% base neutral, 20% supporting tone and 10% statement.

70 · Base

20 · Support

10

POWER NEUTRALS



Noir, marine, charcoal, camel and ivory. They carry every season and every room.

STATEMENT COLOURS



Scarlet, cobalt, emerald, bordeaux and fuchsia. One at a time, placed where you want the eye to go.

METAL & LIGHT



Gilt, champagne, pearl, silver and blush. For buttons, jewellery and evening.

Rule of thumb. Wear your statement colour near your face when you want to be heard, and on a jacket when you want to be remembered.



NEUTRAL BASE · GILT DETAIL



ONE STATEMENT LAPEL



FULL STATEMENT COLOUR

PRINCIPLE IV

One *signature* detail.

Presence is focused. Choose one detail per look that becomes your signature and let everything else support it.

- A jewelled brooch or one statement button.
- Gilt piping, braid or a contrast lapel.
- A silk pocket square, jabot or twilly.
- Pearls, worn with intent rather than as decoration.

If you add a second statement, remove one.
The goal is recognition, not noise.



PRINCIPLE V

Fabric & *finish*.

Quality is felt before it is seen. Fabric decides how a jacket moves, creases and photographs.

WOOL CREPE Year-round tailoring that drapes and resists creasing.

WOOL TWILL Crisp structure for the boardroom and travel.

VELVET Evening authority. Rich on camera and on stage.

SILK Blouses, shirts and squares. Softness next to structure.

BROCADE Ceremony and celebration. Keep the rest of the look quiet.

Care: brush wool after wear, rest jackets on shaped hangers, steam rather than press, and dry-clean sparingly.

PRINCIPLE IN PRACTICE

Dress for *the room*.

The boardroom

- Power neutral jacket, impeccable fit.
- One statement: colour or detail.
- Quiet shoes you can stand in all day.
- Nothing that needs adjusting while you speak.

The keynote stage & camera

- Solid, saturated colours read best under lights.
- Avoid fine stripes and tight checks; they can shimmer on camera.
- A lapel or placket gives the microphone a clean place to clip.
- Keep jewellery away from the microphone to avoid noise.
- Check your look seated and standing before you go on.

The gala & evening

- Velvet, satin, brocade or pearls, one at a time.
- A tailored jacket over evening wear keeps authority after dark.
- Let one piece shine; keep accessories edited.

Travel & long days

- Crease-resistant crepe or twill.
- One jacket that works with three looks.
- A silk square: it changes the look in seconds.
- Pack the jacket on top, folded inside out.

BUILD ONCE, WEAR EVERYWHERE

The seven-piece *executive capsule*.

For her

1. A sculpted blazer in a power neutral
2. A statement-colour blazer
3. Tailored trousers that match the neutral blazer
4. A pencil or column skirt
5. Two silk blouses: ivory and one print
6. A long coat with a strong shoulder
7. One signature accessory: brooch, jabot or silk square



For him

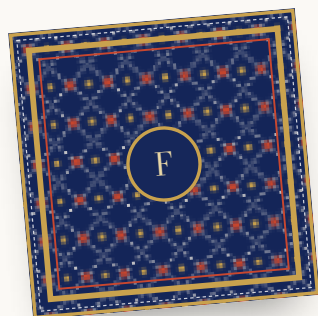
1. A navy or charcoal suit that fits perfectly
2. A statement jacket: velvet, colour or brocade
3. Tailored trousers in a second neutral
4. Crisp shirts, plus one silk shirt
5. A dinner jacket for evening
6. An overcoat with structure
7. Silk pocket squares in the house prints



THE FINISHING GESTURE

Silk as *signature*.

Silk softens structure and makes a look personal. It is also the fastest way to change an outfit between the morning meeting and the evening event.



The presidential fold

Fold the square into a neat rectangle and slide it in so a flat line sits just above the pocket. Formal and precise.



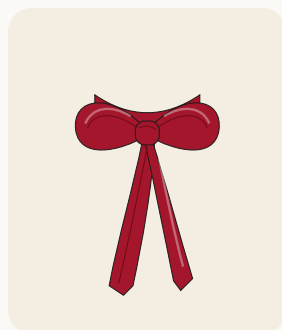
The puff

Pinch the centre, let the corners fall, and tuck them in so a soft rounded crown shows. Relaxed confidence.



The single point

Fold into a triangle, then fold the sides in so one sharp point stands up. Classic and clean.



For her: a jabot or lavallière bow at the collar, or a twilly at the neck or wrist. For him: a pocket square or ascot. Pick one silk moment per look.

TEN MINUTES BEFORE

The presence *checklist.*

☐ Jacket buttoned when standing, unbuttoned when seated.

☐ Shoulders and lapels lie flat. No lint, no creases.

☐ About 1 cm of cuff showing at each wrist.

☐ One statement only: colour or detail.

☐ Pocket square or silk placed, not fussed.

☐ Shoes polished and comfortable enough to stand in.

☐ Nothing in pockets that spoils the line.

☐ Jewellery quiet near the microphone.

☐ Check your posture in a mirror: shoulders back, chin level.

☐ Breathe. The clothes are ready. So are you.



BY FOLA DEBUTS

Be first to wear *By Fola*.

As a member of By Fola Debuts you hear about every design before it is released, receive invitations to private previews and get first access to each debut.

www.byfola.com/#debuts
hello@byfola.com