



A LIFE IN THE WARDROBE OF...

ROBERT CALCRAFT

PORTRAIT BY PANI PAUL

Rob Calcraft is the co-founder and owner of REN, the British skincare brand named for the Swedish word for "clean", which quickly became a name in its own right, thanks in part to its ahead-of-the-curve embrace of an anti-chemical ethos. Next month, the company marks its 10th anniversary. Calcraft's famed pursuit of new ingredients for his products is almost matched by his quest for exotica for his personal wardrobe. Here, he shares some of his favourite things to wear.

WESTWOOD JACKET (on Rob)
"This is a bit less formal than my other one [seen behind]. It's proper Harris Tweed – but the unusual bit is that there are so many weaves on one jacket, almost a patchwork, but with no seams. I like its longer, kind of

1930s cut. I suppose Westwood went through all the eras of men's clothing, from the Georgian on, but it's difficult to find those original pieces now. This is spanking."

G-STAR JEANS (on Rob)
"As a bloke, you need your dependable basics. So you find the ones that kind of work and then stop thinking about it. Jeans need to look lived-in, as everybody knows – after about six months, they look great, and then after a couple of years, you need a new pair. You've got a year, or 18 months, of a kind of sweet spot where your jeans are perfect."

PANAMA HAT (brim just seen on table)
"I have a whole range of hats and they're all for when I play poker or Perudo. I think it makes it slightly

surreal when you're pissed and playing poker and wearing a wig; it just feels a bit more fun. (As a rule, Panamas, to me, are slightly evocative of an old git watching cricket, or wandering around Tuscany, but this is a cool one)."

FALIERO SARTI SCARF (in lap)
"Faliero Sarti – the scarfmeister. His scarves look amazing and all the fabrics and blends are innovative – I think this one uses bamboo fibres or something. But mainly it's the way it looks in the end. I've been aware of him for about five years. You can go out in a t-shirt and add a scarf and you're done. Accessories, darling, accessories."

SCENES: Terre d'Hermès and Comme des Garçons 2 (on bookcase)
"I usually wear these together. They

make a really good combination. Obviously Comme no.2 is a bit of a classic, and fairly unisex – a little bit floral, a little bit woody. Then the Terre d'Hermès is – God, I could talk such bollocks about this – almost like a very posh cologne. I think the freshness of it gives the Comme 2 a lift."

POKIT BROGUES (on Rob)
"Blokes' shoes are difficult – they're either really classic and boring, or they're, like, "check out my high-top trainers!" These are from Pokit in Soho and they're slightly different – an everyday version of a brogue. I like the fact that there are no laces or holes and I'm now on my second pair. It's like a golf shoe meets a brogue meets something else. I'm so lazy, I can never do laces up. I can never, war be arsed."