

Power Dressing

Ashley Parasram

Ashley Parasram, 39, is co-founder of the Riding Club London. Founded in 2008, it is an equestrian club that provides access to fine horses, venues and instruction in London, the rest of the UK and overseas. A former international development specialist, Parasram has lived in Scandinavia, Asia and South America. He started to ride in Finland.

Suit by Oscar Udeshi

Udeshi does "less is more", letting the cut of the suit describe what he does. We have links with a lot of private gentlemen's clubs – if I didn't have to wear a suit going to them, I would be in a riding costume.

udeshi.co.uk

Shirt by Oscar Udeshi

I see the shirt and suit as one. I wear a "cutaway" shirt – a modern interpretation of a classic. The cut of a shirt affects the fall of a suit. This one is a double cuff and I like that the logo is slightly hidden.

Cufflinks by Firmin

When I'm riding in the morning in Hyde Park, I usually wear this pair. Made by the button makers to the Household Cavalry, they have a nice swivel back to them.

firminhouse.com

Pocket square by Budd Shirtmakers

Sometimes if you're riding horses or touching things, it's good to use a handkerchief. I have a funny habit of not holding glass, so I always make use of a square.

buddshirts.co.uk

Tie by Burberry

You can tie small knots with it so it's not too cumbersome; plus, it works well with the suit. Sometimes people try too hard but I'm about simplicity and elegance.

burberry.com

Socks by Gammarelli

I wondered why these knee-high Italian socks were called Cardinal Red. Then I realised they also had Bishop Purple and Priest Black.

This is because they are the sockmaker to the Pope. If it's good enough for him, it's good enough for me.

gammarelli.com

Shoes by Jeffery West

My lace-ups are slender and elegant – almost bordering on the feminine. There's a modern side to them that is true of riding, polo and hunting.

jeffery-west.co.uk

