



Martin Popplewell

Five and Sky News presenter

Newsreading comes with its own sartorial challenges, as Popplewell, 37, has found. "I've noticed that badly fitting suits gape around the shoulder when you sit down to read the news. Aquascutum suits don't do that." There's also the tie question. "In a rolling-news environment, anything can happen at any time. You don't want to be sitting with a florid tie on and talking about a plane that has just gone down."

