

TOM AVERY

Polar explorer, 32

In 2005, Avery led a team to the North Pole, recreating Robert Peary's famous expedition of 1909. He finds it very amusing to discover it is forbidden to plant a flag on Primrose Hill. 'You can do what you like at the North Pole,' he says.

Jacket, Marc Jacobs, and scarf, Balenciaga, both from Matches, as before; trousers, Yves Saint Laurent (ysl.com); trainers, Converse (office.co.uk); flag from Flagpole Express (flagpoleexpress.co.uk).

