

Style Guide

Men's Wardrobe & Style Essentials





Blueprint for Style

Blueprint for Style
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To whom it may concern,

This is a great starting point for building up your style muscle and, make no mistake, style is a muscle. You must use and exercise it for it to be any good to you.

For a lot of men, the first step to being more stylish is getting over the idea that fashion isn't manly or that it's for a certain type of guy. Style is about looking good and feeling confident - and that mantra should fit any true gentleman!

Following this guide will get you part of the way but, the heavier lift, is taking it and making it your own based on your lifestyle, needs, preferences, and budget. Make sure you focus on acquiring these basics even if you think you don't need them. It's amazing how you find "use" for things once they're in your closet. Nothing is too outlandish but it's meant to give you an opportunity to flex your style muscle.

Enjoy!!



Monica Barnett
Founder, Owner & Chief Image Curator

Classic Pieces to Build Your Capsule Collection



OUTERWEAR

1. Leather jacket
2. Trench coat
3. Barn or denim shirt jacket
4. Cold-weather car coat
5. Jean jacket

CLOTHING

1. Navy (light print) + grey suits
2. Short-sleeve shirt variations (5)
3. Casual button-down shirts (7-10)
4. Denim (3 pair minimum)
5. Joggers
6. Wool/wool-blend trousers (4)
7. Modern chinos (2)
8. Semi-structured navy blazer
9. Sweaters (4)
10. Sweater jacket/blazer
11. Quality, jersey t-shirts (5)
12. Sweat-wicking underwear

ACCESSORIES

1. 6-slot card case or thin wallet
2. Colorful socks
3. Ties (7 minimum)
4. Subscription to Nobleman
5. At least 2 or 3 fragrances
6. Reversible belt

FOOTWEAR

1. Dark-colored, lace-up shoes
2. Structured, slip-on shoes (2)
3. Dressy sneakers
4. Deck or boat shoes/slides
5. Dressier loafer



Laundry List: Top 10 Style Mantras

1. Great style starts with good health. When you feel good, you look good.
2. Forget matching...it's not cool (and takes too much effort)
3. Without the basics, you'll never be able to build your style muscle.
4. Choose navy or black at least 50% of the time.
5. You will find occasion to wear that [subtle] print button-down shirt...once it's in your closet.
6. There are very few occasions [read: none] where white shoes are a must!
7. If you find occasion where white footwear is required, confirm you can rock new white tennis sneakers or send your regrets.
8. Masks are now part of our everyday lives. Use the opportunity to share your style...or at least some personality.
9. Navy and black CAN be worn together.
10. Provided the fit is correct, you can skip buttoning the last two buttons on your shirt for everyday/casual use...it looks cool!



A Few Mistakes To Avoid



Note to Self...

Don't be afraid of fragrance. It creates a memorable style choice and says a lot about who you are.

- **Overstuffing your card case or wallet** – it stretches the leather and creates an ugly and noticeable butt bulge
- **Wearing white footwear** – except sneakers
- **Forgetting grooming is part of style** – taking care of things like your skin, your beard, and hair (wherever it is) are the details that take away from the larger picture
- **Buying a watch that is too big** for your wrist/arm – an oversized watch face can be nice but can do 'too much'. The sweet spot is 37mm – 41mm for most men
- **Not having enough/right evening wear** – if it doesn't happen often then you rush and get something that doesn't work for you or costs too much; and if you do rock evening wear often then investing in a few nice blazer options can go a long way
- **Not dressing your 'age'** – the tendency for professional men is to go too young! Stick to stores that have your demographic in mind and then you have to worry less about selecting the right items (i.e., Express after 32 is not appropriate)
- **Too much jewelry** – anything more than 4 pieces is too much (necklace, watch, ring, bracelet)



Expert Insights....



It is important to find your own sense of style, your own look, something that makes you feel confident. Never wear things that you don't love just because someone else tells you that you should...

I think a suit should make you feel younger, trimmer. It should make your shoulders look broad and your waist and hips look smaller. There is nothing sexier or more attractive than confidence and a good suit should give you that. Always keep your suit jacket buttoned. It will take 10lb off of you in life and especially in photos.

Relax. Style and fashion should enhance your life and not cause you more stress. Breathe. Meditate. When you are calm, you will look your best.

**Tom Ford
of Tom Ford
Style Rule Book**



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Scenarios Covered...at a Minimum

If you have these items, where can you go with them?

- Any office/creative/travel/medical gig
- Date night with your S.O. at your friends
- A weekend in Vegas with the boys
- Charity ball game [box seats hopefully]
- Father-son dinner outing
- Concert with your bae
- A quick midweek meeting with prospective clients
- Weekend BBQ with old school/college friends
- Hanging on someone's boat
- Up to 4-5 days overseas travel {+ luggage}
- A friend's evening church wedding
- From work to date night with your Bumble match
- Meeting parents for the first time
- Last-minute overnighter at some coastal location
- Your wife's friend's laidback, outdoor wedding
- Any kind of museum/cultural event
- Wingman for a night wherever your boy wants to go
- Your kid's/sibling's graduation
- Fancy-schmancy dinner at a new spot
- Saturday in your backyard/deck chillin' with friends
- Holiday party at restaurant with weird neighbor
- Interview for a new gig
- Presentation to your boss/night school class/church
- Funeral/memorial services





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Thanks for playing along....I hope this has been helpful! To really do this right and make the most of the information (because information not acted upon has no value), we need to **schedule a consult** to fine-tune the list for YOU!

Looking forward to hearing from you if not for a consult then at least to share ways the next guide can be improved.

Sincerely,

Monica Barnett

Founder, Owner & Chief Image Curator