

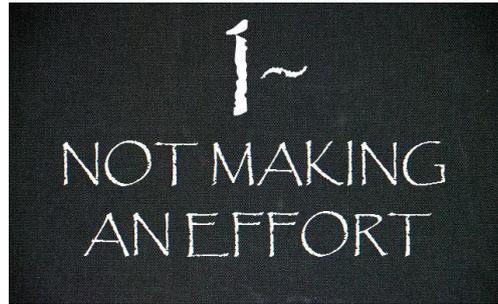


IMAGE DOCTOR

MEN'S STYLE AND IMAGE CONSULTING

Written by Dan Thomas – Founder of Image Doctor

8 BIGGEST STYLE MISTAKES MEN MAKE



Between the years of 1900 to around 1960, Australian men dressed to impress, they took pride in their appearance and they understood that their ability to influence and impress people was directly impacted by the image they presented through their clothing and personal grooming.

Men wore 3 piece suits to go and pick up some bread and milk from the corner store which I'm not suggesting modern day men need to do. But it's an interesting sign of these times when men were far more conscious and aware of the importance of dressing well.

Then the 1960's and 70's period of anti-war, anti-establishment, hippy and peace movements created huge shifts not only in society, but also in the way that men dressed and presented their image.

In a general sense, structure, effort and professionalism gave way to a more relaxed and individual sense of style. This continued until around the 1980's at which point the peace movement had died down and given way to a booming economy which was heavily led by the corporate and sales industries that were flourishing at the time.

Whilst this transition breathed life back into men's style and image awareness, the level of pride that men displayed in the first half of the 19th century has never been fully restored.

Whilst I'm not suggesting modern day men should be wearing items like 3 piece suits, suspenders and waistcoats on a regular basis, I do genuinely believe that modern day men who are willing to educate themselves in the principles of men's style, image and personal grooming can well and truly separate themselves from the pack, and strongly increase their chances of having more professional and social success.

The Aussie national uniform has become shorts and a T-shirt, or jeans and a T-shirt or casual button up shirt. As somebody who is obviously interested in, and understands the benefits of dressing well, I see both negatives and positives to this ultra-casual approach that many men have towards their style.

I think it's negative because working one on one with men through my Image Doctor business, I witness first-hand the most amazing changes in confidence and self-worth during our personal styling sessions and I wish that more men could experience these same positive changes.

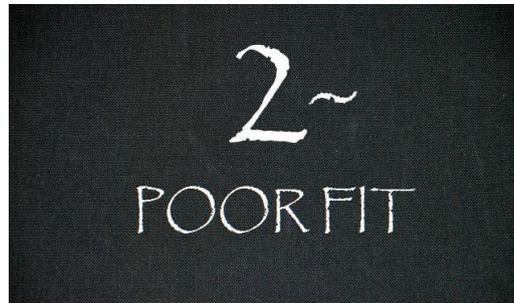
On the other hand though, I also see this casual approach that men give to their style as a huge bonus. We live in an incredibly competitive business, corporate and social world where we're all fighting for ways to stand out and separate ourselves from the people competing for the same girl, job, clients, contracts, deals and job promotions as we are.

There are more men that don't get their style right than those who do. So the men who do make the effort to dress and groom themselves well are capitalising on the opportunity they have to really stand out and separate themselves from the pack.

Most men are relatively comfortable with how to dress super casually, and some men have a decent idea of how to wear a suit. However, through working with men one on one, I have learnt that the vast majority of men really

struggle with the concept of smart casual, smart and dress outfits that fall in between the furthest two ends of the men's style spectrum.

This is where I can help as these types of outfits and dress codes are my speciality, and having the tools (clothing plus men's style principles) that I can pass onto you will take your image from Clark Kent to Superman so check out my various services at www.imagedoc.com.au



At the end of the day, this is hands down, far and away the most damaging style mistake that many men make. Most commonly, this is men wearing clothes that are far too large and loose fitting.

However, the emergence of many "fast fashion" men's clothing labels which are trend focused as opposed to classic, timeless items has also resulted in many men wearing clothing that is too tight and at times looks like it has shrunk in the wash or was spray painted onto the man's body.

The key is to find a happy medium between too loose and too tight. This seems easier said than done and is evidenced by the amount of clients I work with who are not getting their fit right. So here are some guidelines to keep in mind:

SUIT JACKETS AND BLAZERS

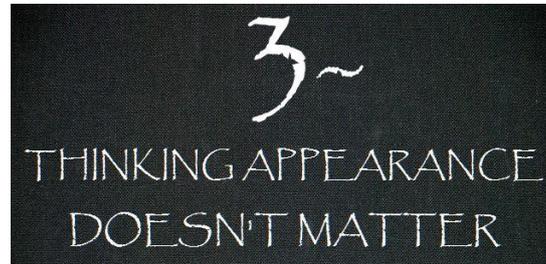
- The shoulders tell the story!! You want a straight, seamless line from the outside of the shoulder up to the side of the neck that is free of wrinkles, creases or lumps.
- Sleeves should not be so loose that creases and folds are showing, but not so tight that it's difficult to bend your elbow.
- The jacket is too small if there is creasing or pinching lines in the mid-section when you do the buttons up. If you can fit more than 3 fingers in between the jacket and your sternum or stomach (depending on the button placement) then it's too big. 1-2 fingers between the jacket and sternum/stomach is a good fit.
- The jacket length should be in line with where your bum cheek ceases are (just before your bum turns into your hamstrings) Lower than this means the jacket's too long, higher means it's too short.

SHIRTS

- It's 2015, you should be wearing a tapered shirt. Tapered does not mean slim fit, or even fitted. It simply means that instead of your shirt being cut like a box with 2 sleeves attached to it, the body of the shirt from the underarm down to the waist is cut on an angle which is more narrow at the bottom than it is at the top. The box cut is why your shirt billows (muffin tops) over your pants when tucked in. Be sure to wear tapered shirts regardless of your weight (remember that tapered does not mean slim fit)
- Your shirt is too tight if you can't do the top button up, your nipples are visible and the buttons look like they are going to explode.
- Your shirt is too big if you can fit more than one finger between your neck and the collar, the sleeves are overly baggy, the cuff extends beyond your wrist bone and you have excess fabric on the hips (muffin top) when you tuck the shirt in.

PANTS

- The fit of your pants should reveal the shape and contour of your legs without hugging them. Equally as bad, or even worse than hugging pants are pants that are so loose and baggy it looks like you are swimming in them. Wear fitted pants that create the desirable V-shape of shoulders that are wider than the waist and hips. This can almost always be achieved regardless of your weight.
- There should not be multiple folds of fabric at the bottom of your pants above the shoe. Even one full fold generally looks bad, you want only a minor crease in fabric above the shoe.
- If your pants are too tight there will be horizontal creases across the fabric in the area below your bum. If the pants are too big there will be upside down U shaped creases below your bum and along the hamstrings.



As humans, we judge and form opinions of strangers in under 3 seconds. These opinions are formed based purely on how that person has dressed and groomed themselves.

I'm not suggesting the opinions formed are justified or accurately represent that person's level of success, but perception is reality. We live in very superficial times and appearances matter whether it's fair or not, this is simply a fact of life.

You can accept this fact and decide to make clothing and personal grooming choices that represent what you hope to, or have achieved in life. Or you can roll the dice and take the gamble of presenting a negative image and hoping that you still get the girl, job, promotion or anything else that matters in your life.

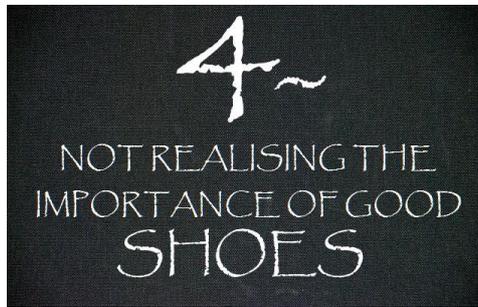
I could bang on about this for pages and pages, but I would prefer to prove this fact using 3 social experiments which were designed to specifically answer the questions of "do appearances matter?" and "do people judge us based on the clothes we wear?"

Click the video links below and watch these 3 eye-opening social experiments to learn the undeniable answers to these 2 questions.

<https://www.youtube.com/watch?v=SGPjUyVtTQw>

<https://www.youtube.com/watch?v=F5CvGJds6DQ>

<https://www.youtube.com/watch?v=FbyHiSngg3E>



I commonly see men wearing otherwise great outfits that are let down by a terrible pair of shoes. My most comprehensive service at www.imagedoc.com.au is a daylong service which starts at the clients house to go through his current wardrobe, before heading off to the shops to complete his transformation.

When performing this wardrobe check, the area that is generally lacking the most is almost always the clients footwear in both quality and quantity.

As men, we are logical creatures who gravitate towards practicality, and this male trait can often be highlighted in the footwear choices men make. Some men have the tendency to buy shoes with only practicality in mind, and little regard for how the shoes look, and the message they convey about the wearers status, level of success, ambition and pride in himself.

The wealthiest and most successful man or woman in the world may be walking around in flip flops, tennis sneakers or converse all-stars, but unless we know how wealthy and successful that person is, perception is reality and consistently wearing ultra-casual, unstylish or poorly maintained shoes will send the perception that you don't care a great deal about your job, career or the pride you have in yourself as a man.

I'm not only referring to poor choice of styles, colours and quality, but also the lack of care in cleaning and maintaining your shoes. Many men also wear shoes that are falling apart and well and truly past their use by date.

Potentially the biggest mistake that men make is buying cheap, low quality shoes which need to be replaced every 6 months which ends up being more expensive than purchasing high quality shoes that will last years and save you money.

A high quality pair of shoes that are more expensive (\$200-\$300 plus) may seem expensive up front, but could literally last 5 to 10 years with the correct care and maintenance.

I will finish this section with a fact that may spike men's interest, if the information above has not already done so. When a female checks out a man, more often than not she won't be looking at your biceps, chest or the brand of your clothing or watch.

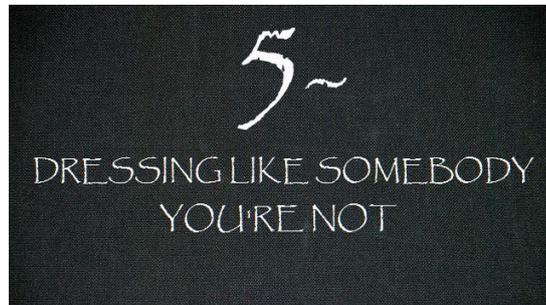
Many women will check out a man's footwear first before anything else (even your face). A man's footwear is like base camp or HQ for a women to start mapping out and deciding if she may find him appealing or not.

A women who looks at a man in cheap, crappy shoes that are dirty and falling apart may think things like:

- He's lazy!
- He's broke!
- He has a bad job!
- He takes no pride in himself!
- I wonder how dirty his car, bedroom and house is if his shoes are that dirty?
- He has no style and would be embarrassing to be seen with!
- I won't bother checking out the rest of this guy as I've seen all I need to see!

On the flip side, a woman who notices a man wearing very nice looking and well maintained shoes may have the following thoughts:

- Wow he's got his shit together!
- I wonder if he has a girlfriend or wife?
- I wonder what he does for work?
- I wonder if his car and house are as nice as his shoes?
- He's stylish, confident and takes pride in himself!
- I'd like to be seen with him!
- Let me pan up and see if the rest of this guy looks as good as his shoes do!



There is a very fine line between updating your style to reflect your success and ambitions versus wearing clothes that are not congruent with who you are as a person.

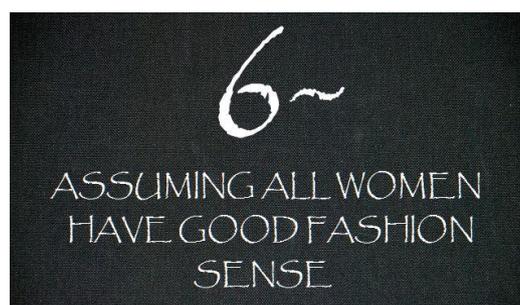
As a man, you need to dress with your goals and outcomes in mind, and not just because your wife or girlfriend wants you to look a certain way or you've read too many editions of GQ, Details or Men's style magazine (I believe men's style magazines are terrible style resources for the majority of everyday men).

The point of dressing well is to look like a sharp, well put together and confident man who should be taken seriously. We all have a mate who started dating a new girl, and began showing up at parties and events wearing clothes that were very far removed from his core personality and identity.

In these cases, that friend looked like an embarrassed and awkward partner pleaser who was doubting himself and how he looked as a man. Updating your image has to be congruent with 2 main factors:

1. The outcomes and goals you aim to achieve in your professional, social and personal life.
2. Your true personality and identity at heart.

These 2 factors have to be considered and uncovered first before any thought is given to colours, patterns, styles, cuts, fits and budgets.



Over 70% of the clothes that men wear were purchased by a woman. In my opinion, this is a worrying and even damaging statistic. I think it would be dangerous for a woman to just assume that because her husband, boyfriend or son is male, he could fix the car engine if you broke down, fix leaking taps and broken light switches or build a cubby house, deck or pergola in the backyard.

If your wife, girlfriend or mother is buying your clothes, understand that she isn't just buying you clothes. She's buying you good or bad first impressions, second interviews or no call backs, job promotions or career plateaus, girls numbers or girls rejecting you, second dates or just bad first dates.

The fact your wife, girlfriend or mother is female, likes clothes and enjoys shopping herself does not automatically qualify her to be the keeper of your all-important style and image.

Men's clothing principles are quite complex involving many considerations and factors, so just be cautious and potentially question if there may be more suitable options for creating a strong personal image.

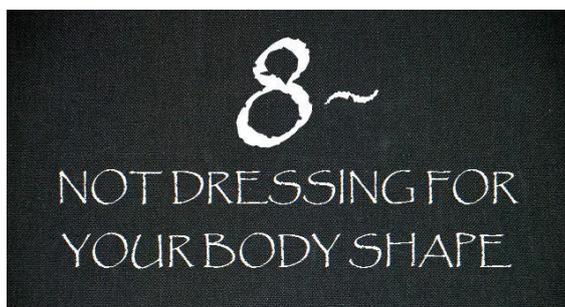


When I'm shopping with a client and he tries on an item of clothing, I ask myself the question "will he still look good in that item of clothing in 2 to 5 years' time?".

I hate the word trend!! It goes against everything I stand for when it comes to helping my clients look and feel better about themselves. I believe that men should build a wardrobe for life, not shop for the next 3 months.

Whilst the principles of men's dress are complex, this is more so the factors of getting the fit right, the correct colours and patterns for your body shape and the intricate details that bring your look together such as choosing the correct suit lapels, suit vents, pants break and the best shirt collars, tie knots, hair styles and facial hair to compliment your face shape.

But as for choosing the actual clothes themselves, this doesn't have to be confusing. You don't have to reinvent the men's style wheel and you should be aiming for an effortless style which is more classic than it is trendy. Trends come and go but style is timeless!



Whilst I've included this as a mistake, it's not men's fault as dressing according to your body shape is very technical and truth be told, I could write a short book on this subject.

There are many different body shapes and each has a variety of factors and dress principles that can either help or hurt that persons chances of presenting a good image.

By working together, I will teach you how clothes can be tools that work with your body shape, instead of you having to use clothes like a shield or mask. No matter if you're short, tall, large, thin, or heavy set, there's a number of

different strategies for each body shape, and when combined they can all play their part in improving your overall image.

If you're serious about the image that you present to the world, and you want to increase your chances of professional, social and personal success and confidence then take a look at my services at www.imagedoc.com.au and feel free to contact me using the details on the site.