

If your appearance is ordinary, people will think your outlook is ordinary.

# CHANGE YOUR LOOK CHANGE YOUR LIFE

Appearance matters, today more than ever.

By Frank A. Schipani



In the past year or so, how well have you been doing in your business dealings? In your personal life? If your answer is “great” and you’re independently wealthy and set for life, then read no further. But if you’re not in a blissful financial state and are still competing professionally or romantically, read on.

A recent Harvard study found that when someone meets you for the first time, their immediate sense of who you are is based 55 percent on your appearance and demeanor, 38 percent on your tone of voice and only 7 percent on what you say.

Clearly, it’s critical to look good and present ourselves in a way that invites interest, attention and confidence, not only to new acquaintances but also to those we already know and work with. New clothes provide affirmation that we care about ourselves and value how people consider us. If you accept this premise, let’s examine how we can invest in ourselves for maximum success.

Some of us are blessed with great

genes, e.g. a trim body and a strong heart. That said, most of us need to do some form of conditioning to stay healthy. (And without good health, does it matter how good we look in clothes?) Before all else, commit yourself to regular exercise and healthy eating.

Now, let’s start at the top: Is your hair cut in a modern style and kept healthy-looking with the right maintenance? If you’re a guy and you don’t know, ask your favorite lady for a reality check.

Are you treating your face with a good skin conditioner? The old days of throwing on some alcohol-based aftershave (a killer for skin, but who knew?) are long gone. Keep your face and hands well moisturized; they’re the ‘tools’ of communication for everything you do.

Okay, enough with the healthy body—let’s get to covering it!

Perception is everything: If your clothing looks dated, people will assume your outlook, your attitude, your services are dated! Think of

new clothes as an investment in yourself and in your career.

**Y**ou shop in this store, ranked by *MR Magazine* (the leading men's fashion trade journal) as one of the best in the country (i.e. knowledgeable sellers and the highest quality clothing one can buy). So why not ask one of our highly-trained sales professionals for a complimentary assessment of your closet? We guarantee you'll be glad you did.

Wear current suits. Although men's clothing trends evolve gradually and suits are unlikely to go out of style from one year to the next, after a few years they do tend to look dated. (And suits in 2010 are clearly trimmer and more fitted than they were a few years back!)

Wear distinctive shirts and ties. The difference between looking good and looking great is often not much more than adding some interesting colors and patterns to a classic wardrobe. Try a pocket square for extra flair.

Try wearing fitted jeans with a navy blazer, brown suede shoes and a cool shirt. (Just make sure the jeans and jacket are close-fitting but comfortable.) Or try the same look with a shirt and tie for a very modern take on tailored. Keep your jacket buttoned in order to look trimmer. This look is forever smart and will take you anywhere!

**If you wear glasses, are they of a modern style? Eyewear is not just a visual aide, but also a 'picture frame' for your eyes, which are the mirror of your soul.**



## ADD BROWN SHOES TO YOUR FOOTWEAR WARDROBE; THEY CAN BE WORN WITH ALL KINDS OF SUITS (DESPITE ARCHAIC THEORIES THAT GRAY OR NAVY SUITS REQUIRE BLACK SHOES).

Buy a few cardigan sweaters in chocolate, camel, grey and black and use them as blazers paired with dress pants or jeans. Add those brown suede slip-ons (you might want to invest in a black pair too).

Invest in a modern topcoat that's shorter than those currently in your closet. As long as it covers your suit

jacket, it works with both dress and casual wear.

Select a pair of 'dress' sneakers in a neutral shade of brown or tan to look casual but not schlumpy. I'm not talking running shoes, but rather 'designer styles' that many companies are now showing. These are a comfortable and stylish must for any modern man's wardrobe.

And lastly, have some fun with accessories, like a bold cashmere scarf, unique cuff links, a distinctive hat, colorful buttery-soft leather gloves and the like. Often, accessories are the best (and most affordable) way to add personality to your appearance and take your look from ordinary to exceptional.

