

Masculine Style



Style Handbook

Introduction

First off, thanks for purchasing this handbook. I love helping men develop a better understanding of how improving their appearance can lead to other, more meaningful improvements in their lives.

Over the next few pages you're not going to get as much of the "Why" as you get out of my site itself. Instead you'll be getting a lot more of the "How." I believe it's crucial to understand the reasons behind improving our appearances first, but there's a need for actionable steps to be taken so those reasons can work to our advantage.

The information below isn't complicated, but most of it will be new. So be patient with yourself as you better learn how to implement each piece. The rules that are discussed in regards to framing and proportion are as applicable to casual wear as they are to suiting.

Lastly, the onus is on you to experiment. You're going to mess up here and there, but that's the fun of trying something new. We only get appreciated for being good at it because it takes some practice and some trial and error to become proficient.

Good luck and have fun!

About the Author

My name is Tanner Guzy and I want you to dress better.

I grew up in a family where a reputation mattered. It comes with the territory of having a unique name and, whether I liked it or not, the way I dressed affected my reputation.

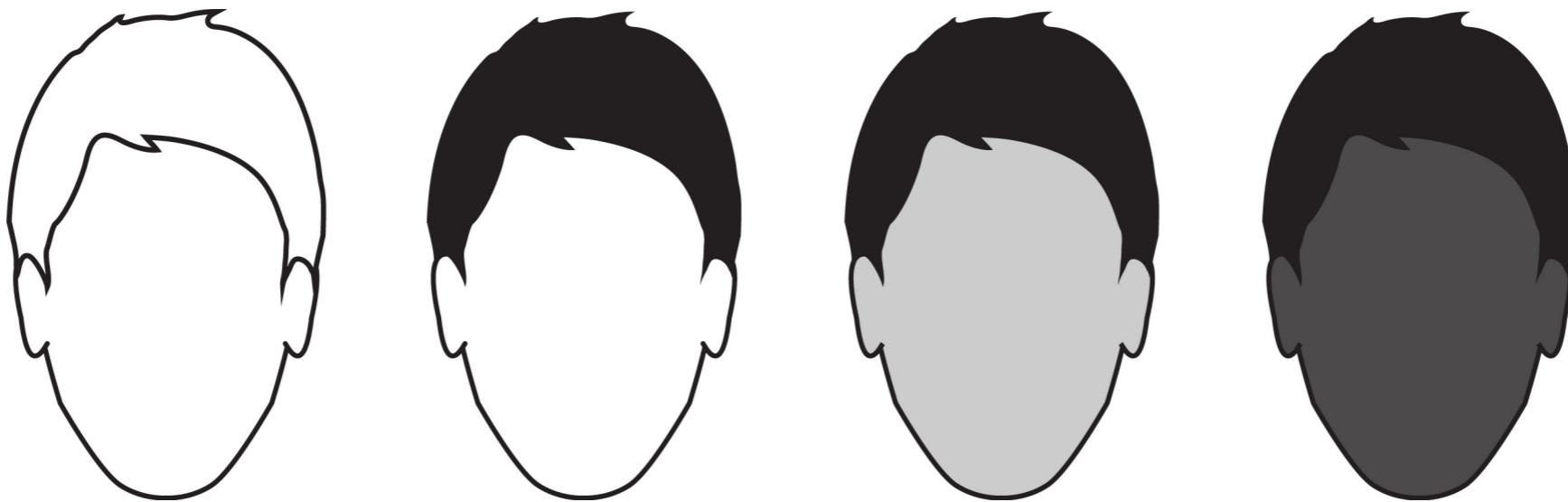
When I was in junior high I made sure that all my T-shirts were from the BMX companies whose parts I owned or the punk bands whose shows I attended. As I got older, I learned that my clothing reflected more than just my status within my chosen hobbies and I had to adjust it accordingly.

Now I wear a suit and tie to work every day. I've done so for more than 12 years and it's as comfortable to me as the cargo pants and baggy UGP T's I wore as a punk kid. The suit just better reflects who I am.

For many men seeking to improve their station in life, one of the first things they acknowledge is not knowing how to dress well. On top of not knowing how to dress well, they don't know how to start doing so. It is a blow to their pride to admit they don't have the knowledge to do something. It's why they hesitate to ask for directions. But when they push through that humiliation with a man they can trust as a mentor, they not only accomplish the thing they set out to do, they learn how to do so for themselves.

My goal is to be that mentor. My services are not to just tell you what to wear and how to wear it, but also to teach you "why" so you can become as fluent in style as you are in your native tongue. I want to teach you the rules of dressing yourself just like you learn grammatical rules. The end goal is to have you be as comfortable using your appearance to communicate your worth and status as you are using your words.

Contrast Type



Other than fit, a man's contrast type is the most fundamental building block of a great style and should be the first aspect focused on.

Contrast type is determined by the relationship between the color of a man's hair and that of his skin. By properly accounting for his contrast type, a man is able to ensure that the visual focal point is his face. Proper contrast also makes his countenance appear stronger and more healthy.

Men with light hair and light skin have a Muted contrast.

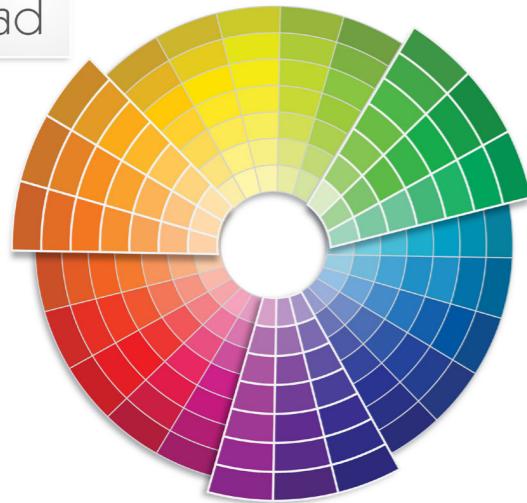
Men with dark hair and light skin have a Stark contrast.

Men with dark hair and very dark skin have a Stark contrast.

Men with any variation of skin and hair beyond these three have a Moderate Contrast.

Contrast Type

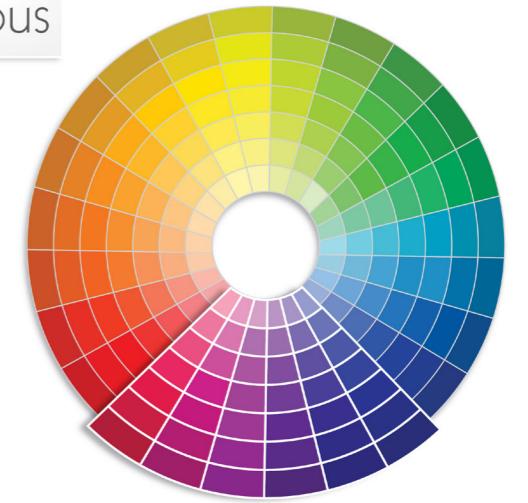
Triad



Contrast



Analogous



Because a Moderate contrast is the most common type, we'll begin there.

Men with a Moderate contrast have the blessing and the curse of being able to wear nearly any color combination they like - whether the colors be triad, contrasting, or analogous. The key is to experiment and find what best suits their individual needs.

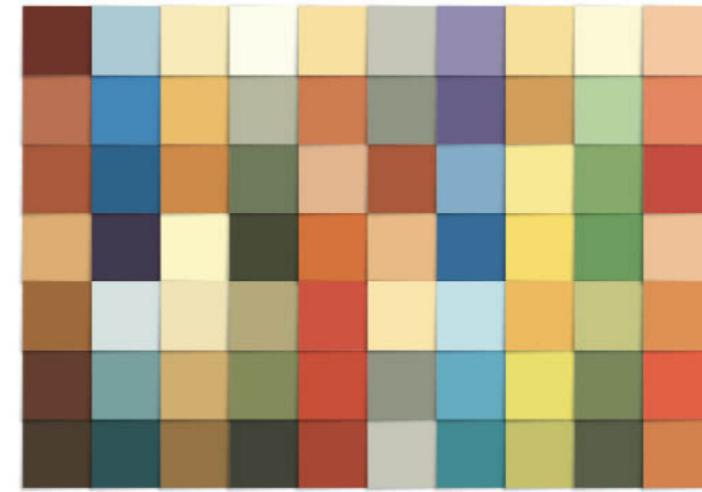
Men with a Stark contrast need a stronger variation on color. Their primary focus should be on contrasting colors (those that lie opposite each other on the color wheel), with a secondary focus on triad colors (those that can be separated by equal thirds on the color wheel). For the most part, analogous colors should be avoided.

Men with a Muted contrast will have their faces overwhelmed by too much variation in color. Therefore their primary focus should be analogous colors (those that lie next to each other on the color wheel), with a secondary focus on triad colors. For the most part, contrasting color should be avoided.

Skin Tone



Cool



Warm

Of every aspect to determine in a man's style profile, the most difficult is his skin tone. Before even venturing into this realm, it's best to understand that this will take some experimentation, and help from others to get it dialed in.

Skin tone and contrast are independent of each other and tone can be divided into two broad categories - cool and warm. Cool colors are blue based and are associated with the colors most often seen in summer and winter. Warm colors are gold based and associated with spring and autumn.

By looking at the veins in his forearm, a man is able to assess the base of his tone. If the veins are a deep or crisp blue, his tone is cool. If they are green, his tone is warm.

Use this as a base and experiment from there. Pay attention to compliments with given colors and recalibrate.

Pattern Details

Patterns can affect a man's appearance in three different ways: size, type, and intensity. All three variables can work independently or in conjunction with another to improve or worsen a man's aesthetic and each should be considered before making a purchase.



In order to maximize the full effect of pattern, we'll discuss them from two different angles: size and type. Both of these has merits on its own and can be used to minimize or enhance certain visual cues on each man.

Pattern Details



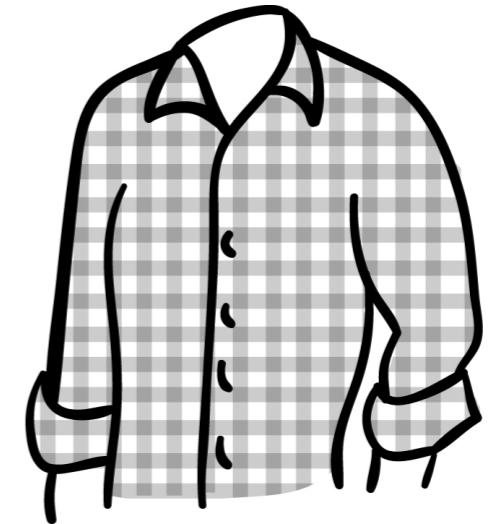
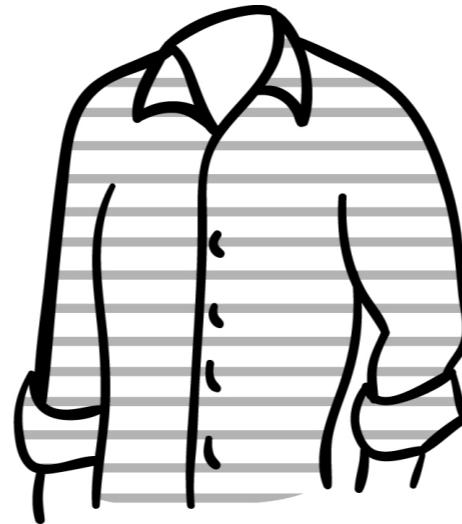
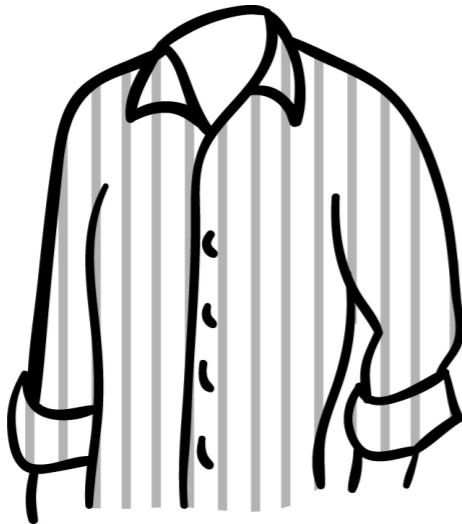
The size of a pattern needs to be considered in two different ways. The first is how well it works with a man's build. The second is how formal or casual it makes a given article of clothing appear.

As logic would dictate, larger men should wear larger patterns and smaller men should wear smaller patterns. Proportion is a fundamental aspect of dressing well. Large men appear hulking when wearing patterns that are too small. Small men appear minuscule when wearing patterns that are too large.

In regards to formality, the smaller and more subtle a pattern is, the more formal it will appear. This needs to be considered from both an objective and subjective perspective.

In general, men who wear XL T-shirts or larger should avoid small patterns, men who wear Small T-shirts or smaller should avoid large patterns. Men who wear Large or Medium T-shirts can work with all pattern sizes.

Pattern Types



Different pattern types have different pattern effects and should be utilized accordingly. They are as follows:

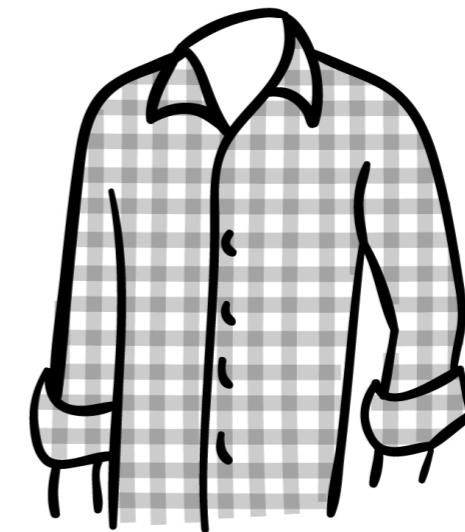
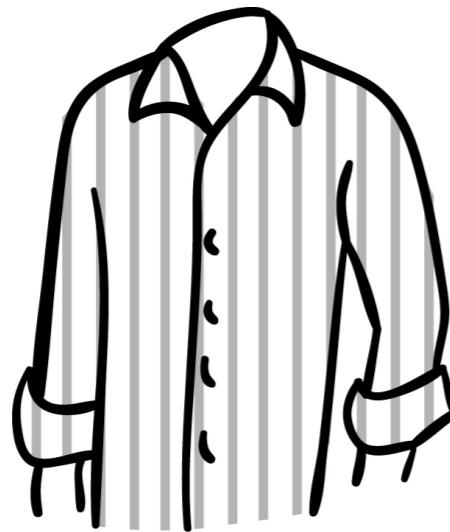
Vertical stripes add visual height and elongation, along with slimming out the wearer.

Horizontal stripes add visual weight and cut the wearer into distinct segments, making him appear shorter.

Boxes and checks add visual heft, making the wearer appear larger overall.

Both height and weight perceptions are affected by stripe variations and should be considered when purchasing various patterns. Different body types benefit from different patterns.

Tall/Thin Men

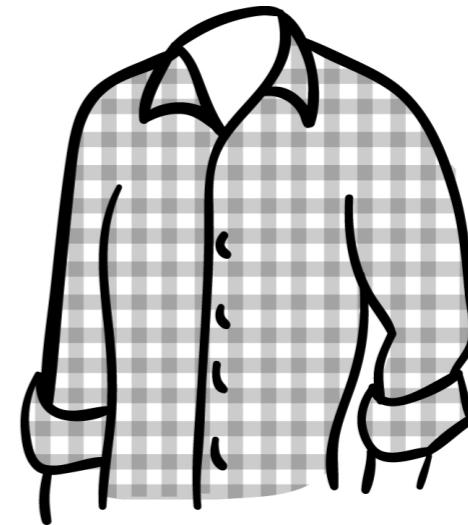
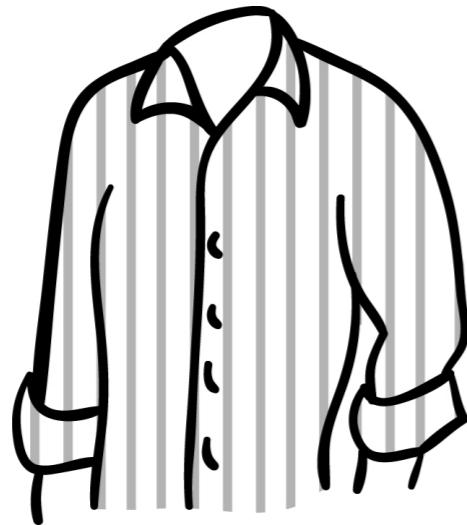


Irrespective of how objectively tall or skinny he is, a man whose proportions make him appear long and thin should be cautious when wearing vertical stripes. This pattern draws the eyes up and out, which will over accentuate his already narrow proportions. By wearing a stripe that is comparatively wider, this effect can be minimized.

Horizontal stripes, in all gauges and sizes, will flatter the long skinny man by visually cutting him down into segments. By blocking the natural upward flow of the viewers eyes, more visual weight is added to the man wearing the pattern.

Boxes, checks, and plaids serve a similar function as horizontal stripes, but also maintain a bit of the upward flow of the viewers eyes. These patterns add some visual heft and make the man wearing them appear more muscular.

Muscular Men



Muscular men have the easiest time with patterns. Because their proportions already match the ideal aesthetic, their pattern selection is not geared around accentuating or minimizing particular areas.

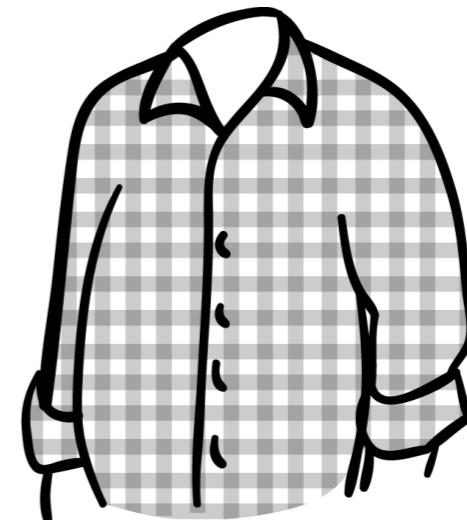
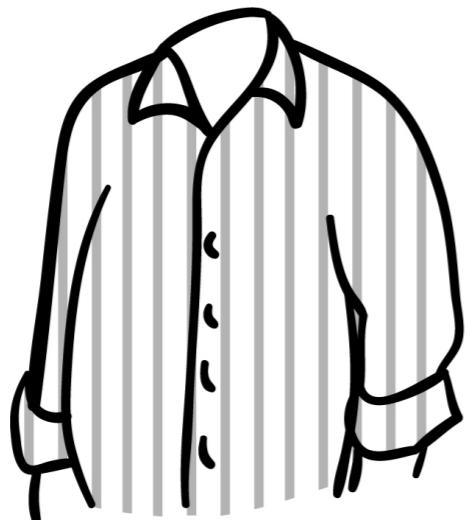
Vertical stripes will narrow the muscular man out, making him look a bit leaner and taller.

Horizontal stripes will shorten the muscular man and make him look a bit bulkier.

Boxes, checks, and plaids will simply work with his existing proportions.

While all three patterns are flattering, the size of the pattern should still be considered with the wearer's proportions.

Round Men



Irrespective of how objectively short or rotund he is, a man whose proportions make him appear round and/or overweight should focus primarily on wearing vertical stripes. This pattern draws the eyes up and out, which will visually balance out his broader proportions. The narrower the stripe, the more exaggerated the effect. However, caution should be exercised in not going beyond a stripe size that is inconsistent with the man's overall stature.

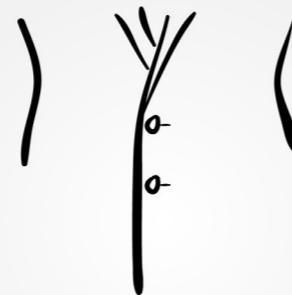
Horizontal stripes, in all gauges and sizes, should be avoided. They will overaccentuate areas of extra weight and will also visually cut the wearer into shorter segments, making the width of his frame appear even larger.

Boxes, checks, and plaids serve a similar function as vertical stripes, but also maintain a bit of the outward flow of the viewer's eyes. These patterns should be worn in proportion and with caution.

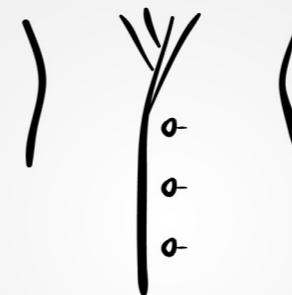
Suiting Details



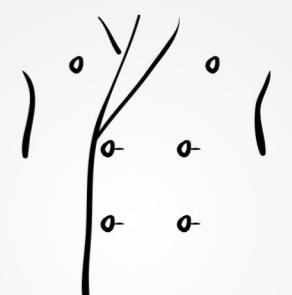
One Button



Two Button



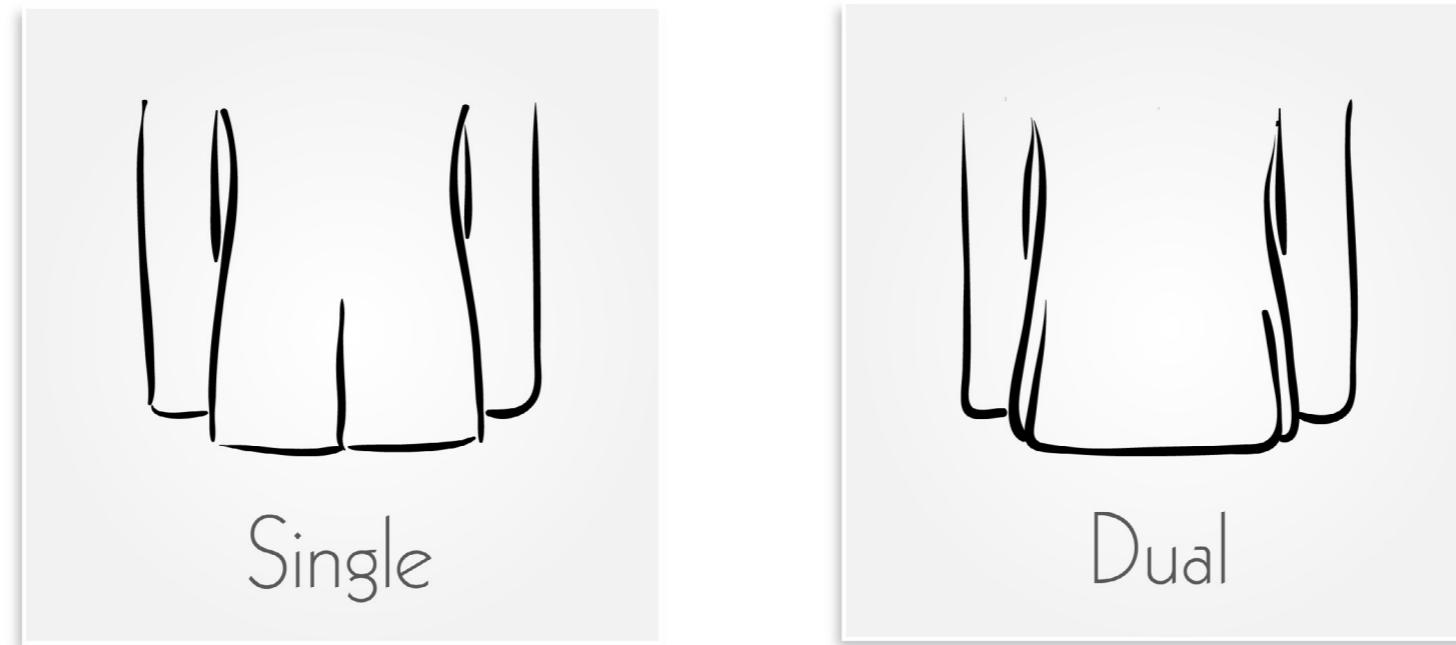
Three Button



Double Breasted

The fewer buttons a jacket has, the more formal it appears. Tuxedos and dinner jackets are appropriately made with one button. Business suits, sportcoats, and other jackets are made with two. More casual jackets, such as hunting jackets or blazers are typically made with three. There is some wiggle room between two and three-button jackets that can be determined by the wearer's taste and preference.

Double breasted jackets are most flattering when worn a bit shorter and with a defined waist. Because this style of jacket waxes and wanes in popularity, it is better to focus on single breasted jackets when first establishing a wardrobe.



Men can opt to have a single vent or dual vents in your jackets. Some will argue that a single vent is more casual than a dual vent. However, this is an erroneous assumption based on the vent's origin. American suits were originally made with the center vent while British suits had side vents and Italian suits were made without any. A ventless jacket is difficult to wear well because there is nowhere for the cloth to fan out when a man is seated - meaning it will crumple and wrinkle beneath his body.

Most men will buy a suit that is too large in the shoulders or one with pads that are too thick. Both of these will have the same visual effect of the suit wearing the man, as opposed to the man wearing the suit.

Suits and jackets should be tailored to follow the natural lines of a man's body without restricting any movement. If a suit is baggy enough that it is impossible or difficult to tell what the man's natural build is beneath it, he will need to size down or have it brought in. If his suit is tight enough that it constricts his motion or there is visible pull in areas like the buttons and the seams, he needs to size up to be able to get a proper fit. Slim suits are flattering on all body types while tight or baggy suits flatter no man. This applies to the body of the jacket, the fit of the shoulders, and the width of the sleeves.

Lapel Details



Narrow



Medium



Wide

Rather than paying particular attention to trends, lapel width is best dictated by working within the proportions of a man's head and shoulders. If the lapels are too narrow, his head appears massive and out of place. If the lapels are too broad, it makes his shoulders all but disappear.



Notch



Peak

Both the notch and peak lapel types are mainstays in the world of suiting and jackets.

A notch lapel is more subtle and more consistent with casual jackets. It is most commonly seen on sportcoats, business suits, church suits, and casual suits.

A peak lapel is more attention seeking and more formal. It can be seen most commonly on tuxedos, power suits, wedding suits, and other statement making pieces.

Double breasted jackets should always be made with a peak lapel.

Trouser Details

A man's pants should be tailored to fit him the same as his suits and shirts – follow the natural lines of his body without pulling or restricting movement. This means he will want to find pants that have a bit of a taper or pay a tailor to taper them so they narrow down below the knee. The idea of slim-cut pants applies to shorts as well. Baggy shorts will make a man look boyish and like he has chicken legs.



No Cuff



Cuff

Shorter men should avoid cuffed pants - be they jeans or dress slacks - because of the visual segmenting that happens at the ankles. Men with disproportionately skinny legs should embrace the cuff as it adds visual weight at their feet and evens out the proportions between torso and legs. Any other build can use or avoid cuffs as preferred.



No Break



Slight Break



Deep Break

The break of the pants is how much folding happens around the ankle. The less break there is, the longer and thinner the legs will look. Extremes should be avoided as too much break appears sloppy and too little break appears as if the suit was intended for an adolescent.

Typically taller men will want a bit more break to help visually anchor them down, while shorter men will want less as a way to visually elongate the legs.

Thinner men will want less as it's consistent with their build while wider men will want more for the same reason.

Tie Details



Correct



Too Short



Too Long

Tie width should roughly correspond with lapel width as its size will have the same visual effect as your jacket lapels.

The ideal length of the tie will place its tip between the top and bottom of the belt. Any longer and a man's legs will appear too long for his torso. Anything shorter will have the opposite effect. Either extreme will throw off proportions and be visually distracting.

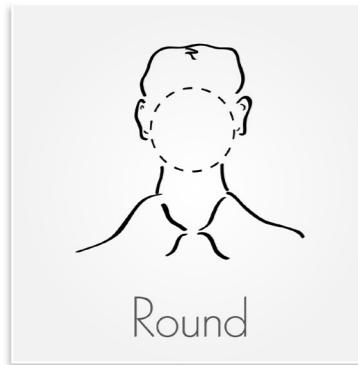
Shirting Details

There are three key areas to getting a good fit with a dress shirt:

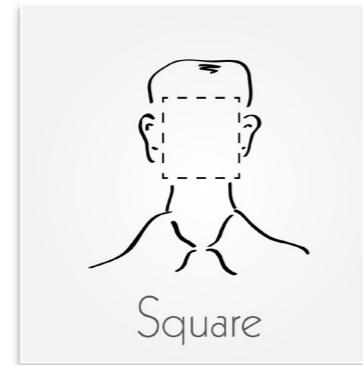
- collar width
- shoulders
- sleeve length

As long as these three areas fit you properly, it will be possible to alter or tailor almost anything else. However, the amount of change a tailor can make is limited on a finished shirt, meaning custom will almost always yield a better-fitting product. When sticking with off-the-rack options, make sure the shirt body and sleeves are tailored to follow the natural lines of the body without pulling or restricting movement. Shirts are like suits in that no one is flattered by those that are too tight or too baggy.

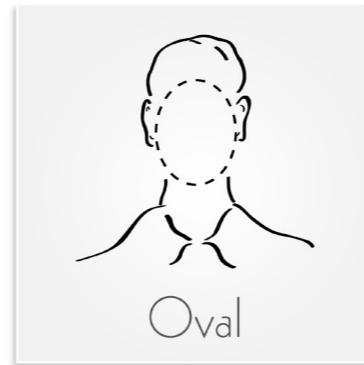
Shirting Details



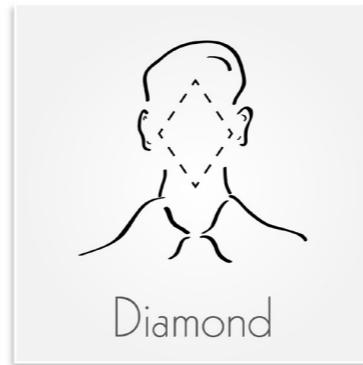
Round



Square



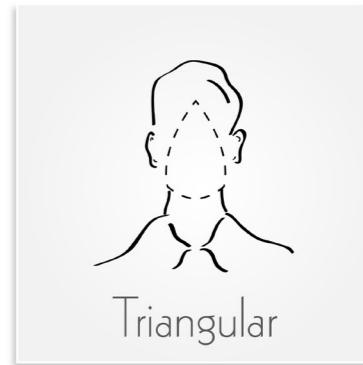
Oval



Diamond



Oblong



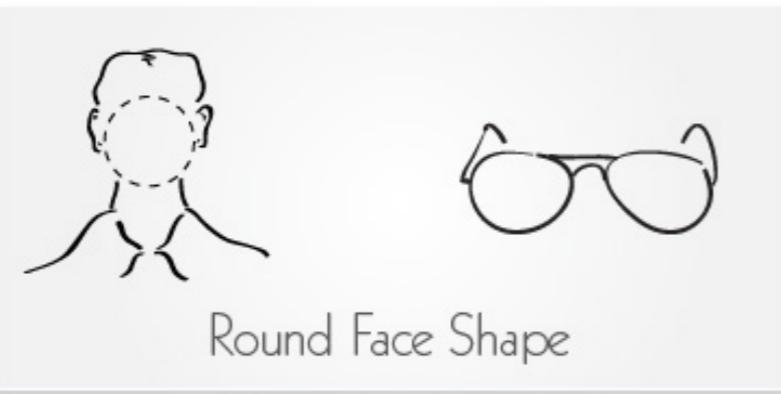
Triangular

Face shape will help determine collar type. Men with longer and/or more narrow faces and jawlines need to balance them out by wearing collars with more of a spread. Those with broader faces, be they round or square, will also need balance but this is provided by a more pointed collar. Of the different face shapes above, round, square, and triangular faces need more pointed collars. Diamond and oblong faces need more spread collars. Men with ovular faces are lucky in that they are flattered by most collar types.

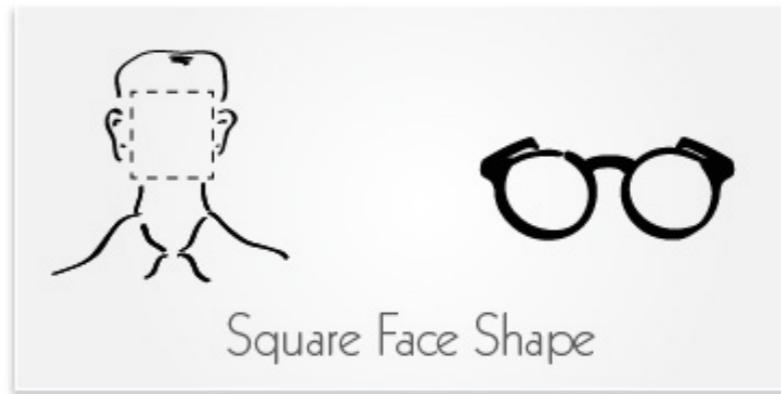
With casual button-up shirts the top two buttons, not just the collar button, should be left open and undone. Along with this crewneck undershirts or other cuts that leave the shirt visible at the neck should be avoided. The reason for this is that showing that bit of extra skin and having the collar propped appropriately will help frame the face. With one button undone or a crewneck on, the visual attention goes to the man's throat, not his face.

For this same reason the default on casual shirts should be V-necks, henleys, and polos for casual shirts. The henleys and polos should be unbuttoned to show off the right amount of skin to frame your face. Crewnecks are great, but should be worn purposefully, not as the bare minimum.

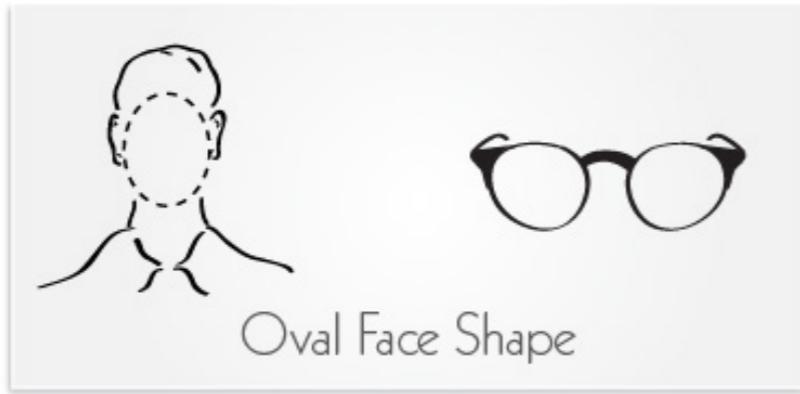
Sunglass Details



Round Face Shape



Square Face Shape



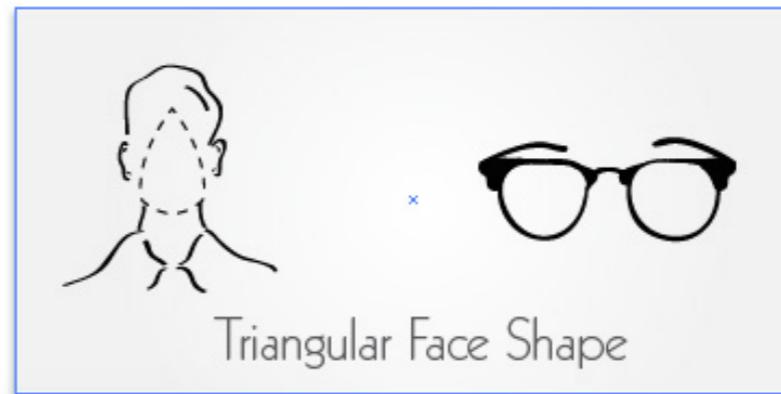
Oval Face Shape



Diamond Face Shape



Oblong Face Shape



Triangular Face Shape

Much like a shirt collar is affected by each man's face shape, the style of glasses and sunglasses will vary from man to man. Reference the chart above to know which style of frame is most appropriate with what face shape. As before, the key is in providing balance - hard lines should have softer frames, narrower points should have frames with more weight, etc.

Conclusion

Style is always more of an art than a science. The purpose of this guide is to equip you with the tools and the basic skills, but it's up to you to use them to your advantage. Don't be hesitant when trying new things. You may get push back from family and friends, but it's usually just some light-hearted teasing from people who want the best for you.

This is a lot of information to take on and take in. The trick to dressing well is to slowly start implementing all of the above guidelines. Then, once you're following all of the rules effortlessly, start bending and even breaking them.