



# FASHION MANIFESTO



THE MEN'S FASHION MANIFESTO  
BY: KIMMY SELTZER

Usually when you hear the word makeover you immediately think “women”. After all, women are the ones who go to the salon, change their hair color, and shop till they drop...right?

**The truth is men need makeovers just as much as women**

## **A FIRST IMPRESSION HAPPENS WITHIN THE FIRST THIRTY SECONDS OF YOUR INTERVIEW, DATE OR MEETING**

People, especially women, size you up instantly based on what you look like, and they use that assessment to decide whether they want to get to know you.. In fact, 55% of the impression you make is based solely on your appearance so you can literally increase the odds of your dating success by 55% percent just by paying attention to the clothing you wear. I've interviewed countless women and the number one attribute that makes a woman's head turn is a man appearance. The goal in dating is to captivate a potential mate and line up a first date. Women will look at you and decide instantly whether they are interested in getting to know more about you. Although it may seem shallow, women (as well as men) instantly make judgments and assumptions based on how you're dressed and what your attitude/body language says. Your style can instantly tell a story about you. There is a message in what you wear and when you look put together women are drawn to what appears to be a confident, successful and caring man.

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That's why looking your best and having an overall image that leaves a great first impression with her is so important. Luckily, this is probably the easiest thing to change about you in order to get the quickest results. As an image consultant, therapist and dating coach, I give makeovers for

men (or, what I call "man-overs") for all kinds of reasons. Some of my male clients come to me fresh out of college looking for a new, corporate-appropriate look. Others are just entering their 40s and looking to settle down, and they want their style to reflect where they are in life now, not where they were ten years ago when they were still playing the field. But most commonly, men want to know how to get a look that will attract women. In this Man's Fashion Manifesto, you'll learn some of the easiest, quickest and most efficient tips in getting your brand new personal style that will make women swoon.

**Follow the key guidelines in each category outlined, you'll learn:**

- The best outfits to wear for every occasion
- The one piece that makes women crave to be with you
- How to dress to attract different types of women
- The biggest mistakes most men make in fashion

If you're ready to change your look so it matches where you are today and draw women to you study these top 10 secrets to discover a brand new style that's all your own.

**NEXT: SECRET TIP #1**

# SECRET TIP #1 - CONFIDENCE



I've determined the number one thing that both men and women find attractive is...confidence. I know it sounds simple, but it is about being comfortable with who you are and expressing it in the way you talk, the way you walk, your attitude and the clothes you wear.

There are a lot of different components that make a man look and feel confident, However, I want to share with you some secrets to create confidence with what you wear. Do you notice how certain clothes make us feel less confident while others seem to empower us? Wearing "confident" clothes can make you feel that you can meet anyone and take on the greatest challenge throughout the day with more ease.

Buy only the clothes that you know you'll put on over and over again because they make you feel fantastic and self-assured. Wearing attractive clothes with confidence makes you feel different about yourself and makes other people respond differently to you. *The clothes a man chooses and the image that is portrayed can give you the edge in business, help you attract that woman, make you more assertive and help gain respect as a man who has self-assurance and confidence in your masculinity - **that's what we like.***

**NEXT: QUICK, EASY TIPS TO CREATE  
A CONFIDENTLOOK & ATTITUDE**

# QUICK, EASY TIPS TO CREATE A CONFIDENT LOOK & ATTITUDE

**Notice the outfits you put on repeatedly.** I bet you could look in your closet and pick out an arrangement of clothes that is your “go to” outfit. It is something that you slip on that you love and makes you feel great. They’re garments that you tend to put on over and over again because you like the way it makes you feel. Pay attention to what about these clothes that you like. It could be the cut, color or even the way the fabric feels. Once you determine those components, then you can replicate them in future purchases and put together a whole array of outfits!

**Make sure your clothes are clean and well pressed.** It’s important to look polished, put together and clean. People notice when you look like you care about your presentation and that you take the time to have your clothes in tip top shape. Be careful that you are not wearing things that have holes, frayed threads and wrinkles, which may send the wrong message to others.

**What you can’t fix...feature.** A lot of guys gets fixated on features they don’t like and try to either cover it up or draw attention to it by talking about the insecure feelings around it such as thinning hair. Instead of complaining about it or covering it up, own it because that is what we women find sexy. It’s because you are so comfortable in your own skin that you actually play that feature up in a way you can own.

**There was a male client who went through a long Rogaine period before deciding to shave his head.** *"I hid beneath hats," he says. "Once I made the decision to shave my head, I felt so much more self-assured."*

**NEXT: SECRET TIP #2**

## SECRET TIP #2 - DRESS UPDATED & AGE APPROPRIATE

Your clothes should be age-appropriate but at the same time youthful and modern. It is so important that your style is youthful, up-to-date and not reminiscent of decades past. Don't look like you did when you were just starting out like sporting your favorite oversized football jerseys from college or your oversized acid washed jeans from the 80's. Often men stay stuck in their outdated style when it's no longer flattering for their age or body. Instead, pay attention to the fashion trends, buy clothes that fit your body and let your wardrobe evolve with the times.



## SECRET TIP #3 - PAY ATTENTION TO GOOD HYGIENE



Because men don't wear makeup, hygiene is even more important for a healthy and successful look. Always keep your skin clean, clear and taken care of. Don't walk out of the house in a wrinkled shirt that hasn't been washed in a week, and make sure you always smell your best with a hint of cologne or a fresh shower. Try to wear a warm scent and avoid anything sweet or cheap. If your aftershave is scented, that will provide enough musk. Don't overkill your masculine scent by wearing too much cologne or mixing smells together.

When you lean in to give your date a kiss on the cheek or a hug, you don't want her gasping for air. Have clean skin. If your face is dry or chapped moisturize it throughout the day prior to your date. Exfoliate your skin to eliminate dead skin cells. Your date will be steadily focused on your face so make sure your skin is in good condition. If you have blemishes or breakouts they should be addressed several days prior to your date. Some of my clients even go so far as to get "man"icures. They're gaining in popularity lately because women really notice a man's nails. Offer soft hands because there is nothing worse than hands that feel like sand paper. Make sure you don't have bad breath. This should speak for itself.

## **SECRET TIP #4 - BE WELL GROOMED**

Something to keep in mind is that women spend a lot of time preparing for a first date and will appreciate when you put extra effort into the way you groom your hair. For eyebrows, uni-brows are unacceptable. Have your eyebrows trimmed and waxed to ensure they are two separate units instead of one. For facial hair, keep in mind where you are going on the date and think about how and if she has seen you before. If you normally have a clean-shaven face, keep it that way for your date. A 5'o-clock shadow is charming on some men as well. Overall, just make sure you present your facial hair in a clean and polished way and please men, NO NOSE OR EAR HAIRS! Finally, your head hair should be worn in an updated style that frames your face well. If you are self-conscious of greys coming in and don't feel confident showing them, cover up the greys. Again it goes back to what makes you feel confident. Make sure overall you comb your hair, use gel to matt down any fly aways and that your hair looks well kept.

**NEXT: SECRET TIP #5**

# SECRET TIP #5 - INVEST IN IMPORTANT ESSENTIAL SEXY PIECES

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**The Tailored Blazer.** Investing in a casual sport coat or blazer for evenings out is a great start. All you need is one or two depending on how social you are. Select a blazer that suits your personal style and is well made in a neutral color like black, navy blue or brown.

**The Sexy Shirt.** Selecting an interesting shirt with some sort of texture or pattern can often be a good conversation starter. The pattern can be as subtle as a tone-on-tone stripe or go bold with a colorful pinstripe. Patterns are often a reflection of our personality. The subtly confident guy will lean toward a tone-on-tone striped shirt while the outgoing and boisterous sales guy may be drawn to a bold pinstripe or color.

## Here are some guidelines for shirts:

- Sport shirt can be long or short-sleeved
- The style works well to express personality and fits your body frame
- You have at least 3 oxford cotton shirts for dressier date clothes to be worn with jeans
- Dress shirts are more tailored and stiff; sizing should be precise; cuff falls  $\frac{1}{4}$  of an inch below the suit sleeve
- Have a few chosen well-fitted sweaters; crew or v-neck layered with tshirts that create a youthful look
- NO Sports jerseys please! These should only be worn in front of other men on game day...not on dates!!!
- No half way tucked in half way tucked out look which looks sloppy
- Add a little color to your look. Avoid beige and washed out colors. Go for jeweled tone and bold colors.

**The Fashion Jeans and Pants.** Men often select jeans that do not fit them appropriately. Men's fashion jeans are not the same as the jeans that you throw on to run errands or lounge in on your sofa. So pay careful attention to fit around your waist, rear end and legs. Hem your jeans appropriately so that they are not too long or too short can also make a difference in looking taller or shorter.

**Here are some basic guidelines for pants:**

- The leg should cover the top of the shoe (no break) and not a lot of extra fabric.
- Hem will be slightly angled to allow the front of the pant to sit just on the shoes while the back just touches the top of the shoe's heel.
- Do the waist test by putting 2 fingers into the waistband. If you can't fit two or you can fit more than two, it's not the right fit.
- For jeans, consider a bootcut, easy fit or straight leg but make sure they fit your leg and are not too baggy. All of these cuts are great for a casual and sporty look and are good to wear on dates to avoid overdressing or looking too corporate stiff. The darker wash is dressier and more polished for a first encounter, especially for night time dates.
- For dress pants, there should be no bagginess and be clean with a flatfront. Absolutely NO pleats, please, which is outdated and looks especially bad if you have a bigger gut because they add bulk.
- For first dates and impressions, avoid Khakis especially if you are meeting for an evening. They scream casual and just aren't sexy. Instead, go for the updated jeans that fit you well.



**The Sleek Shoes.** The first thing noticed when a man walks into a room are his shoes. Overall, women like men's shoes that are taken care of and polished. Invest in at least one cool pair of "going out shoes". If you are going to spend more money on any item, do it with your shoes. Whether it be a loafer, boot, or lace up in black or brown, select a shoe that looks sleek and modern. Avoid large rubber soles, square or rounded tip toes.

### **Here are some guidelines for shoes:**

- For a casual, hip sneaker to be worn for daytime affairs, check out ones that add some style and personality like Converse, Sperry and John Varvatos. Not only are they trendy but comfortable too. Wear your modern multi-colored sneaker with any wash jean and your favorite T and you got a perfect casual but stylish look. When not to wear them may you ask? Would it be totally obvious to tell you to stay away from mixing a Puma sneaker with your Armani suit? I'm just sayin'.
- Black ankle boots are great for business wear and can transition to a dressed-down outfit after hours with jeans. And no...you cannot wear them with shorts!
- The sleek loafer is very stylish for warmer climates and come with more curved angles and smaller rubber soles. You can throw on a pair of jeans or slacks with these babies.
- Finally, the classic look of an Oxford never goes out of style. This shoe is the perfect pair for formal functions to look slick and sophisticated. Don't wear them with jeans. Mixed dressy and casual pieces look confusing.
- If you are on the shorter side, avoid a round or square toe, which makes you appear stocky and short. Instead go for an oval or pointer toe box that adds length and makes you appear leaner.

**NEXT: SECRET TIP #6**

# SECRET TIP #6 - GET SOME KEY ACCESSORIES

Stylish accessories are a must, and not just for women! Accessories actually can make or break a look. For men, we're talking nice watches, leather belts, quality eyewear and wallets in good repair. Nice accessories can instantly change a dull outfit or the overall look entirely and can be a symbol of status. If you are going to spend a little more money on something, spend it on quality accessories that will last over time. The details often make a good impression so make your look work for you and create less work for yourself

**Here are some quick guidelines on accessories:**

## **Jewelry**

For men, jewelry should always be kept to a minimum. Avoid heavy chains and wearing too many chains, bracelets or rings. Jewelry is a personal taste, so choose something that is simple, unique and specific to you. Also, make sure you know what metals look good on your skin tone.

## **Watches**

There is something very sexy about a man with a great watch. Women often see a watch as a status symbol and the accessory is interpreted as something that confident men wear. While it need not be a Rolex (and please...no fake ones!) it shouldn't be out of a cheesy souvenir store either. It is very possible to get nice watches without breaking the bank through sites such as ebay and still look great. It is advisable to have two different watches—one for dressier occasions, the other for casual wear.

## **Eyewear**

First and foremost get the right style frames that are updated and fit your face. Your face and especially your eyes are the first place that women look at so the eyewear you choose must complement, frame and balance out your face shape. When worn correctly, a pair of glasses can modernize your image, give you a certain “edge” and help you look effortlessly stylish and sexy for the ladies. Glasses on men should be kept simple and classic. Think about scale and proportion but also keep in mind that the frame color shouldn't be too harsh against your skin tone and hair color. For example, if you are fair skin and light hair, consider brown frames rather than black, which may prove too severe. Conversely, if you have dark hair, go for silver or dark grey tones.

## **SECRET TIP #7 - KNOW YOUR BODY TYPE AND WHAT CLOTHES LOOK GOOD ON YOU**

Not all men are created equal when it comes to body type. As a result of having fewer curves, male bodies may vary less in form than women's bodies, but nevertheless, variation does exist and knowing how to dress for your body type as well as which styles to avoid is the key to understanding what looks good on you.

One thing to always keep in mind when shopping for new clothes is that the fit and cut of the clothes is its ultimate test. What good is an expensive jacket like Armani if it isn't right for your body? It's going to look bad no matter what the price tag. Conversely, a cheaper jacket that accentuates your assets and disguises the things you don't love about yourself will make you look polished even without a high price tag. Moreover, what looks good on your buddy doesn't necessarily look good on YOU. So to learn about how to dress for your body type and find the clothes that are most flattering for you.

# A QUICK GUIDE TO SEE WHAT YOUR BODY TYPE IS SO THAT YOU KNOW WHAT TO PUT ON AND WHAT TO AVOID

## The Bulky Man

If you got a lot of “love” in the belly then you need to find clothes that flatter the middle area. Many mistakenly believe that tight clothing will cover imperfections and flatten out pudgy shapes. Not so. However, overly large clothes will also make you look bigger. The secret to looking slimmer is to choose clothes that are neither tight nor baggy, meaning that all your clothes should just skim your body without hugging it too closely.

### Here is what to avoid.

- Horizontal stripes
- Double-vented jackets
- Bulky cable knits
- Tucking shirts in
- Pleated pants
- Oversized or baggy clothes
- Loud prints
- Turtlenecks

### Instead go for.

- Vertical stripes and Pinstripe dress shirts that draw the eye downward
- V-neckline shirts
- Shirts with narrower or open collars
- Lightweight tops in dark colors
- Relaxed, fitted jeans with a slight flare at the bottom
- Single breasted jackets
- Flat panel on pants
- Dress monochromatically

**NEXT: THE TALL AND SKINNY MAN**

## The Tall and Skinny Man

No woman wants a man who looks like he's withering away or thinner than they are so if you are tall and thin, choose clothes that will add bulk and interest to your body frame.

### Here is what to avoid.

- Vertical stripes which elongate you even more
- Monochromatic looks
- Loose-fitting and untucked shirts
- Pointy or oval-toed shoes
- Jackets that end at the waist



### Instead go for.

- Longer and double-breasted jackets
- Horizontal lines across the chest that adds bulk across your shoulders and makes you appear broader
- Layers to break up the long line in your physique
- Different color rather than all one color.
- Lower-cut and straight jeans
- Padded jackets with pockets

**NEXT: THE SHORT MAN**

## The Short Man

What is so great about playing with your wardrobe, is that there are immediate things you can change to make you appear and feel taller and more confident.

### Here is what to avoid.

- Bulky or round toed shoes
- Big prints that are disproportionate to your body
- Long rises in your pants that can make the crotch area look baggy and empty
- Thick ties

### Instead go for.

- Longer-toed shoes with a heel like dress boots
- Clever accessories to distract from your height
- Small prints like a graphic black and white print or small checks
- Wear a small rise in the pants to elongate your legs
- Choose a slimmer tie
- Vertical patterns
- Straight-legged and skinny jeans

**NEXT: SECRET TIP #8**

# SECRET TIP #8 - THE POWER OF COLORS

Have you ever walked into a roomful of people when wearing a bright color and you feel an immediate reaction to what you are wearing? You might hear a woman say, "That color looks fantastic on you." Whatever great feedback you may receive, you are experiencing the power of color. It is important to find those colors that will be in harmony with your skin tone and not make you look pale or jaundiced. **Some quick benefits and tips to keep in mind when using color:**

**Feel Hot & Sexy** - Research shows that colors have a profound effect on the way you feel, thus impacting how people will react to and perceive you. A bright hue can help you look more confident, attractive, younger, self-assured and creative.

**Look Younger and Slimmer** - Good choices of color can make you appear taller, slimmer and healthier. You can play with color to make you appear taller such as dressing monochromatically or using asymmetrical design lines with the use of color to balance out the body. Use darker color below the waistline to make the hips and thighs appear slimmer.

**Demand Greater Authority, Higher Status and Credibility** - Studies also demonstrate that a garment's color will dramatically change its socioeconomic message. When choosing a color, you have to think in terms of being effective and attractive. Certain shades can help convince women that you are attractive. They also can announce your status, effectiveness, attitude, loyalty, honesty and credibility. For example, if you wear rich looking garments with a darker hue like navy, it will demand authority and respect. Conversely, if you wear clothes with a cheap, harsh or electric look, women will think you are "second-rate."

**Next time you quickly grab the black shirt out of convenience, stop and ask yourself what a more flattering color will do to lift your spirits, infuse energy and give you that sex appeal!**

## SECRET TIP #9 - GET A UNIQUE PERSONAL STYLE

Your style tells a story about who you are in the world. A woman will look at your style and will make assumptions about you just based on what you are wearing. So find a personal style that is unique to you. In order to help you find that, when you're at the movies, with your friends, shopping with your girlfriend or flipping through a magazine in a waiting room, notice what other men are wearing and how they put themselves together. Pay attention to what YOU like, and get clear on what you want your makeover to accomplish. Do you want to look sexier, more masculine, more successful or more rugged? Are you doing this makeover to feel better about your appearance, get a girlfriend, land a new job or feel more mature? Get clear on the purpose of your makeover and the end result you're working towards.



**NEXT: TWO MAJOR AREAS TO KEEP IN MIND TO HELP YOU FIND YOUR OWN STYLE**

**Wear a signature piece.** Wear an accessory or conversation piece that is unique to you and tells a story. Perhaps it's a certain hat, bracelet, signature color or watch. Whatever it is, this can be a great conversation piece and with elicit conversation with women.

**Go Big or Go Home.** Dress like you've made something of yourself in the world, even if you haven't. Once you find a look you like, you have to go all the way. Don't tiptoe around your new style – own it! For example, if you're into the rock star grunge look, don't just grow your hair out a little bit – grow it out all the way and rock that style. If you hate your thinning hair, go all the way and shave it off. Once you make a decision and own your look, you'll feel more self-assured and confident – and everyone you meet will notice.

## SECRET TIP #10 - BODY LANGUAGE: HOW TO TURN HER ON WITH YOUR BODY

93% of communication is nonverbal, so what you say is not as important as how you say it or what you look like saying it. It's not just the clothes you wear but how you are wearing it. Body language is part of your presentation so when you become aware of your body language you can then take action to make sure it is working for you and not against you! When I coach men, we are out in grocery stores, the farmers market, coffee shops and many other places you might be during your regular day practicing these techniques. Men are often amazed at how doing certain subtle gestures can get great and quick results. They also don't realize what they are doing to actually be repelling the women! The problem is that we are not always aware of how we are coming across.

**NEXT: BE ALPHA**

## **Be ALPHA.**

Women cannot resist a strong presence from a man, so go in with confidence so she knows you can protect and provide for her. It's not about being controlling – it's about being strong.

### **Here are some easy ways to demonstrate strength to women:**

1. Open doors for her.
2. Pull out her chair for her.
3. Don't fidget with your clothes, bite your nails, or come across as nervous.

These actions show women that you're strong, confident, and comfortable in your own skin. Translation? You'll be totally sexy in her eyes!

## **Be present.**

Women need men to be present, so truly listen when she speaks and make eye contact. Avoid scanning the room while she talks, and align your body with hers so she knows you're paying attention. A great way to show her you're listening is to bring up something she says later on in conversation. For example, if she mentioned how much she loves chocolate, at the end of the date tell her you'd love to show her this amazing fudge factory you stumbled upon during your travels.

## **Hone in on facial expressions.**

One of the simplest ways for men to effectively flirt is with a playboy, lopsided smile. When men see a woman they are attracted to they will lift their eyebrows up making them look bright, large and inviting. Eye contact is extremely important so make sure you look at her when she speaks.

So as you can see, men's fashion can be a quick way to get instant results in attracting a woman, increasing your confidence and creating opportunities in your life that you never thought existed. Be sure to learn what looks good on you and resist jumping into the store and just buying 10 of the same shirt just to get shopping "over with." Use these manifesto suggestions to help guide you towards looking your best.

Experiment with trendy pieces here and there, but if you try it on in the shop and it doesn't look good, just forget about it and stick to what you know makes you look and feel great. Follow these rules and you'll significantly increase your chances of being voted best-dressed and sexiest guy around.

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**If you want to learn more about how to create a look that is personal to YOU...**

Please go to my website at [www.eliteimagemakeovers.com](http://www.eliteimagemakeovers.com) or email me at [Kimberly@eliteimagemakeovers.com](mailto:Kimberly@eliteimagemakeovers.com) to receive a 10-minute "Fashion Emergency" call to see how I can help you.

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