

GOLDIE RUSH

Men's Style Guide Book

Hi, I'm Goldie. I'm a stylist and image consultant with 8 years of experience helping men in the dating industry to improve their look, and their chances of attracting a mate. With this guidebook my aim is to help style men from many different backgrounds who are walking on their own unique paths. And because I truly believe the key to looking your best is finding your own personal style I don't like to generalize, but this guide book will give you some valuable tips to get you started.



Sometimes it is difficult to explain why one white shirt can look super corporate and stuffy, while another white shirt, which looks exactly the same to an untrained eye, looks like rockstar chic to me. It is simply down to taste. Some men choose to hire a image consultant like myself to eliminate the guesswork. But, if that is not feasible then I hope you can make good use of this guide book to launch your own personal style journey!

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STYLE.

The key to dressing well is style. Not everyone has style, but everyone can. And the key to style, is to find your own. Because we are all different, style cannot really be taught, but I can help you see how stylish you can look with a few easy touches.

All the models in this guide book are clients I've worked with over the years. Most of them I'd only spent a few hours with when we took these photos. I've also included some before and afters so you can see what is truly possible...





SHIRTS.

T-Shirts:

Not all t-shirts are created equal. A good example of the wrong choice would be the 'free t-shirt', the kind you get when you run a marathon. Notice the thick collar band, boxy fit, the stiff heavy feel of the fabric and often it will have a lame graphic logo emblazoned across the front. I suggest you find a t-shirt with opposite qualities like a thin collar band, soft and lightweight cotton and minimal to no graphics on them. Slim fit t-shirts are my number one choice. However, loose fitting t's have become popular too. The most important thing to look for when shopping for a t-shirt is the feel of the fabric. Soft, silky and lightweight is the way to go. My current favorite neckline is an open crew neck.



Button Downs:

Button Downs are flattering on all body types and can be appropriate for any situation. They can be worn casual or dressy, it all depends on the fabric. Look for lightweight neutral color cottons with a luxurious feel. I would avoid shiny, synthetic and stiff fabrics. Slim fit button downs are my favorite, but I've seen boxy fitted (50's inspired) button downs becoming popular too. Stay away from plaids. In my opinion that style has moved on. If you are building your wardrobe one piece at a time I would focus on purchasing solid color shirts before buying prints. I am also a fan of short sleeve button downs for warmer seasons.



Tank Tops:

Tank tops should be avoided unless you have toned arms. Only wear a tank top for extremely casual occasions and when being sporty. Do not wear a wife beater unless you are a rap star.

Polos:

I do not like Polos.

SWEATERS.

I'm a big fan of sweaters! Especially when they look cozy and classic. I think most men look great in a solid color crew or v-neck cashmere sweater. Shawl collar sweaters are my other favorite. Avoid bulky and ribbed sweaters, mock turtle necks, ones with logos on the front and cheap polyester blend knits.



JACKETS.

Blazers:

Blazers can be worn dressy or casual and are a great way to flatter any figure flaws. To make your upper body look more muscular, purchase blazers with light shoulder padding. Be warned that bigger is not better here, as small shoulder pads will give your back and chest a visual boost, but massive padding will make you seem like a small boy lost in a man's jacket! A slim fit blazer is the current trend. It has been popular for a few years and I predict it will continue for a while...

Also, note that the notch lapel is the most common lapel for a reason – it's the most versatile of the bunch. It's often found in single-breasted suit jackets, blazers and sports coats. If you're only looking to own one suit, this is the lapel type to go with.

Narrow lapels look more proportional and flattering for gents with a slimmer build and vice versa for those with larger physiques.



Leather Jacket:

If you're often finding yourself in the friend zone, chances are you need to up your sex appeal and the right leather jacket can definitely do this! If you spent a ton of money on a leather jacket in the early 90's and hope it's still cool, chances are it's not. Note that vintage motorcycle leather jackets aren't the hot trend like they were a few years ago, so if you dare to wear leather, make sure its modern and well made. No cheap or fake leather (unless you are standing up for animal rights!) Also please avoid wearing motor cross and racing bike jackets as fashion.



JEANS, PANTS AND SHORTS.

Jeans:

If you happen to look down and find yourself wearing a pair of faded and baggy 'dad jeans' take them off and burn them! Outdated jeans are the worst and will make you look out of touch. Finding the perfect pair of jeans is key! In my opinion you can't go wrong with slim to straight leg jeans. Avoid any embellishments or too many rips, tears and fading (although this is ok if the fading happens naturally from your own wear). For versatility make sure to avoid buying jeans with yellow stitching because these can only be worn in a casual way. If you want to wear your jeans casually and dressy then buy jeans with tonal stitching. This means that the stitching on the jean matches the color of the denim giving them a dressier vibe, because at first glance they can look like a pair of slacks. You don't need to spend a ton of money on designer jeans as you can find great looking pairs in pretty much any fashion forward store, but if you do have the funds to invest in high quality denim then go for it!



Pants:

Its all about the fit! Nicely fitting slim to straight legged pants are where it's at. I happen to be allergic to bootcut jeans (sorry cowboys) and suggest you stay away from them. Also, make sure your pants aren't too snug around the waist. A 'muffin top' is not sexy no matter what size you are and never buy pants with pleats, unless you enjoy being single. Pleats make most men look dumpy and bigger than they are, so always look for flat front pants! From a girl's perspective men wearing khaki pants belong in the friend zone so get out of there! However, I do happen to like the feel of the fabric that most khaki pants are made of. These are called chinos and I suggest buying them in a neutral color other than tan/ khaki (yuck!). A lot of my clients ask me if I like corduroy, I do not. Corduroy is for older married men, or college professors, and is never sexy! For a relaxed and chic european look roll up the hem of your pants and wear them with no socks.



Shorts:

I like shorts when done right. My favorite style of shorts are ones that look like a pair of flat front slim dress pants cut directly above, or just below, the knee. Dress pants tend to have a clean waistband with no belt loops, and since shorts are so casual, wearing ones that mimic a dressier style is best in my opinion. Jean shorts that have this slim type of fit are perfectly acceptable too. I do not like basket ball shorts or cargo shorts as these can look lazy and sloppy.



SHOES.

Shoes can speak for you without you even having to open your mouth. So make sure you're putting your best foot forward by choosing footwear that coincides with your lifestyle. Take stock of your hobbies, musical taste, sports you practice and what social circles you are, or want to be, a part of; hipster-ville, hippy town, the yacht club etc... Once you know, you can usually find a celebrity or icon that you can gather inspiration from. Check out the shoes they are wearing and see if they fit your style. If so, make the purchase! A few things to avoid are dirty sneakers, square (or too rounded) toes, snakeskin anything, knock off brands, fake leather (unless you are making an animal rights statement), hiking shoes worn as fashion, flip flops (although leather ones can be acceptable), UGGS (unless you are a surfer just coming from the beach), and CROCS!

Here are a few images of shoes I like:



HATS AND ACCESSORIES.

Hats:

Turn heads by wearing a hat! But not just any hat... 'The Hat'. If you want to wear a fedora I highly suggest investing in having one custom made. Typically these are modeled after classic designs and are made with the highest quality material. They are designed to fit your unique head shape, compliment your coloring and will make you look like a million bucks! But if a custom hat is not on the cards, no need to worry. If you look hard enough you can find great looking hats for less...just make sure to avoid cheap fabric and ribbon.

I am a fan of the classic baseball cap shape, however I do not like sports logos on them and if you want to wear a baseball cap I suggest getting one that is a solid neutral color.

Cowboy hats are only acceptable on the ranch in my opinion.



Jewelry:

I think men should keep their jewelry simple and sentimental. A classic slim gold or silver chain, with or without a small pendant, is the best necklace choice in my opinion and bonus points if it's a family heirloom. Stay away from inauthentic tribal jewelry, novelty necklaces, dog tags and gothic or 'flower power' inspired jewelry. A bold metal watch is a great way to dress up a wrist and add a touch of class without looking too flashy.



Ties, Scarves and Pocket Squares:

These items are a great way to add personality, color and texture to your look! When choosing a print make sure it's classic and classy. Avoid sports logos, cartoon prints and obnoxious bright colors. As for shape, skinny ties are the current trend, but if you are a larger gent it's best to stick to a wider tie. Pocket squares are great if you are going for that 'classic gentleman' style. If you want a sexy European look, incorporate a slim and long light weight scarf in a neutral color. Also, when purchasing a tie, scarf or pocket square always go for quality fabrics like 100% cotton and silk. And stay away from synthetic fabrics...always.



Sunglasses:

With the right pair of sunglasses you can instantly look like a movie star! Investing in a designer pair would be great, but if not, you can find designer inspired knock offs at a fraction of the price. Just make sure to avoid fake designer sunglasses with logos. I would much prefer ones with no logo on them at all. As for shape and color, I typically go for black, tortoise shell and brown glasses in an Aviator or Wayfair inspired shape. I have a strong distaste for wrap around sporty type sunglasses like Oakleys. (Eeeww!) Also, stay away from highly reflective glasses...unless you are going for that cheesy porn star look!



Glasses:

Glasses can be very sexy, and central to your look. They can also help bring out, or hide, your features. A good piece of advice I found on a style blog is to figure out what your face is lacking and get frames that provide it. For example, if you have an angular face with lots of lines and planes, you will want rounded glasses to add some curves in there. If you have a soft face with curving features, you'll do better in straight or angled glasses. Vintage inspired glasses from the 50's in plastic and wire frames are great, but I'm not a fan of rimless glasses. And if you can, invest in a designer pair.



SOCKS AND UNDERGARMENTS.

Socks:

Just like ties and pocket squares, trouser socks are a great way to show character by adding a pop of color. If bright colorful trouser socks are not for you, just get black ones. You can't go wrong with that! Avoid sporty socks and plain white socks...(you know the kind you get in a six pack from Target). Also, please never wear socks with sandals or opt for 'invisible' socks when wearing shorts. If you can see the top of the sock peeking out above the shoe that looks bad, in my opinion.



Underwear:

Personally, I am not a fan of briefs, however boxer briefs can be very sexy and I think they look best in black and white. I do like boxers, but prefer them to be more fitted and shorter than the long baggy kind. Feel free to be silly and quirky when choosing your boxers, or simple white will do. No banana hammocks or g strings!

GROOMING.

Skin Care:

Taking care of your skin is not just for the ladies. There are tons of products which will help keep your skin looking fresh and supple and can accommodate all budgets. I think a great basic skin care regime would include a facial cleanser and a moisturizer, with at least 15 SPF for the day and one without an SPF for at night. I recommend keeping a facial scrub in the shower to use one to two times a week to exfoliate your dead skins cells away. I also suggest examining your skin for blackheads especially around the nose area. A lot of men seem to be oblivious to their blackheads. If you notice a lot you can buy Biore Pore Strips from your local drug store to help get them out or get a professional facial. There is no shame in getting a facial boys! I highly recommend getting one...so relaxing :)

Random Tips:

Please keep your nails in tip top shape always. Be honest with yourself. Do you have bad breath? If you don't know ask a friend that will be honest with you. If the conclusion is yes, make sure to keep up with your dental hygiene and carry around breath mints. I suggest everyone buy a box of Crest White Strips, they work like a charm!

Body Hair:

Most body hair is perfectly acceptable and expected. Chest hair is great, but if you feel like you have too much chest hair, trim it. A waxed chest tends to look weird and can irritate the skin, which looks worse than the hair! Excessive back hair though, needs to go. If you have the funds, I suggest laser hair removal as that is the most permanent solution. The next best option is waxing and do not shave your back (if that is even possible). Pubes are natural and, in my opinion, should only be trimmed, not shaved or waxed. Ear hair and extra long eyebrow hairs must be trimmed!

Facial Hair:

Facial hair is great for so many reasons! If you have a baby face and want to stop getting carded, grow some facial hair. If you have a double chin and want to hide it, grow a beard. If you want to alter your face shape from round to a chiseled jaw, grow some facial hair and have it shaped to your desires. Please note that overly man-scaping your face looks cheesy and weird. I definitely prefer a five o'clock shadow to a perfectly trimmed beard. Stay away from goatees and flavor patches. Do not shave designs into your face! Also, if you want to add loads of character to your look consider a mustache. There are a lot of different mustaches to chose from and each has their own personality.



Hair Styles:

Hair styles, like fashion, are ever changing. Having an updated fashion cut will make you seem 'with it'. While having an outdated cut can make you look like you're trying to hold on to your long gone glory days. I find that paying a little more at a trendy salon is way worth the extra expense. Usually high end salons employ only experienced stylists that have an artistic vision. My favorite products to smooth or create texture are pomades and waxes. Avoid using gel and hairspray as these products are outdated. If your hair is receding please know that longer hair styles only accentuate whats already gone. A closer crop will lessen the contrast between the parts that have hair and those that are thinning. If you are close to balding, trim it way down almost to the scalp. If you are bald, embrace it...just make sure your head isn't super shiny!



Thank you for reading my Men's Style Guide Book. There is so much more I have to share on this subject and this guide book is only intended to be a general overview on men's style rather than a comprehensive guide. I save information like names of specific brands and stores for my personal clients, so if you feel you would like to know more about how to take your style to the next level, and are interested in my services, please be in touch using the email address below. Also, as a special offer...if you'd like to set up a free consultation please contact my partner... Marni at Wing Girl Method (support@winggirlmethod.com)

You can see some examples of my work below and even more on my website...

[GoldieRush.com.](http://GoldieRush.com)

Looking forward to hearing from you and wishing you all the best on your personal style journey!

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