

Ageless
&
ICONIC

The 10 Mistakes Men Make

Keeping Them from Looking Sexy,
Professional and Powerful.

Here are a few tips for men to know that might be getting in the way of advancement in their careers or appealing to the special partners in their lives.

Image is not just for women. Everyone gets judged on appearance for advancement in their career and business, for their impact in the world and ability to attract a mate. These areas are affected by image – just as much as a woman's image impacts her desirability and advancement.

If you look sharp, then you will project a clear and logical mind.
People will want to do business with you and socialize.
Otherwise, if you are poorly dressed, people will walk away.

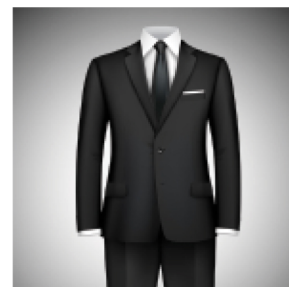
Mistake #1

Wearing a schleppy (poorly fitting) suit as pictured here.



Instead

Consider alterations as part of your suit buying budget. Skilled tailors know the exact length of the jacket for your size and body build, the appropriate length of sleeves for shirts, suits and coats, and the width and length of your pants. The style today is a more fitted jacket and pant.



X Mistake #2

Wearing cargo pants and sweatshirts to the office.



✓ Instead

Choose a wool blend pant or jeans with a crease and a trim fit that is paired with a nice dress shirt that properly contours your body.



X Mistake #3

Wearing tee shirts that are old, faded, and too short.



✓ Instead

Buy tee shirts with a small amount of spandex to hold the shape. The fibers, in all cotton tees, will break down with frequent laundering. Wash tees in warm or cold water with like colors and dry on low heat. Replace tee shirts yearly.



X Mistake #4

Wearing old, ratty looking sneakers.



✓ Instead

Sneakers are in, especially for business casual dressing or even with suits in some places like radio and tv stations. Match them to your pants or jeans.



X Mistake #5

Not taking proper care of leather shoes.



✓ Instead

Save money by buying 2 pairs of good quality leather shoes. Air out your shoes for 24 hours after wearing and store them with unfinished, cedar shoe trees to absorb moisture and odors.



X Mistake #6

Not considering a sport jacket in your wardrobe.



✓ Instead

Add a good quality sport jacket. Pair this jacket with black, grey, or tan pants. Compliment the look with your favorite jeans.



X Mistake #7

Wearing baggy jeans.



✓ Instead

Jeans are sexy and contemporary. Jeans must fit your body well. Yes, it takes time shopping for the exact pair for your body type. Once you decide on the style and color, you have now chosen a specific designer. Consider raw denim. It is more costly; however, the fit is impeccable, like a glove. Wash in cold water to remove the dye before wearing. Air dry.



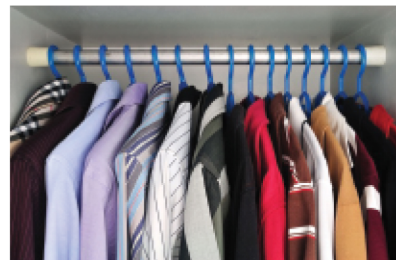
X Mistake #8

Wearing floppy collars on shirts and poorly fitting sport jackets. This photo reveals a limp shirt and floppy collar. The jacket is too big across the shoulders. The old stand-by flannel shirt makes you look older and out of date. White shirts that are frequently laundered over the years, will lose the crispness in the collar and become discolored.



✓ Instead

Replace your flannel and dress shirts! Only buy new shirts not second-hand items.



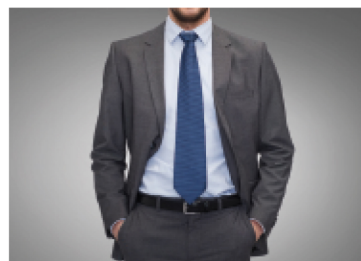
X Mistake #9

Not familiar with how to wear ties.



✓ Instead

The best ties are silk. The width of the tie should match the width of the suit lapel. Ties should reach the top or middle of the belt buckle. Dry clean stains immediately.



X Mistake #10

Not paying attention to grooming.



✓ Instead

Manicures and facials are not just for women. Barbering includes trimming hair on the face, nose, ears and eyebrows as well as haircuts. Consider pedicures especially if you wear sandals. Go to spas that use disposable liners in the foot baths to prevent infections. Always wear flipflops or beach shoes in community showers.

