

Chapter 2: Maximize Your Attractiveness With Style

Reason for doing this

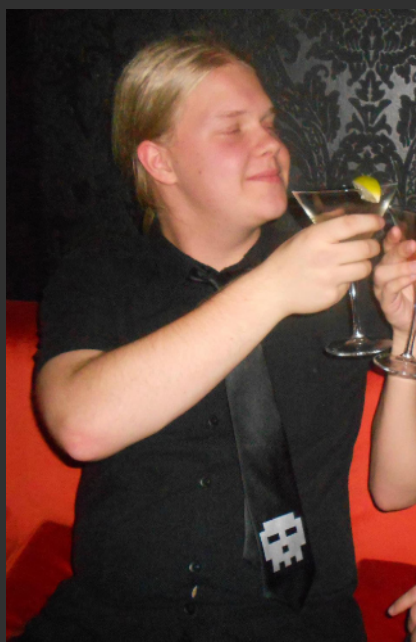
When girls say they like e.g. nerdy guys, what they mean is always nerdy **PLUS** *attractive*. Essentially never nerdy by itself.

Thus we should maximize the attractiveness for our quirky qualities being seen in positive light. Our clothes are our marketing to girls and the world that we care about how we look. And that we want to look attractive.

Even if we'd have a god-like physique, we can't walk naked every day. Instead, we need to attract girls also with our clothes on. And if we don't have a god-like physique (I certainly don't!), dressing well provides similar confidence boost that comes with improving your physique.

When increasing our attractiveness, the number one goal is to add masculinity and polarizing edge with our clothes.

It's Friday evening. You've just got home from work. You're eagerly waiting for tonight's party, but you're way too tired after a tough week. You take a shower as you know there are some hot girls. But how should you dress? It's a casual event so definitely not a suit. But what then? Your head is foggy. Spreadsheets and work topics having a rollercoaster ride in your head. "Ah, fuck it" you say and just pick the first thing that hits your hand and get going.



Comparison of my style in the past versus now.
Wanna guess who has easier time dating?

Many men (past me included) look at clothes and think *“oh hey, this looks so freaking cool! I’ll wear it with anything until I get bored of it”*. This often leads to your outfit looking more of a patchwork quilt rather than a well thought-out outfit. And that tends to look sloppy rather than attractive.

But style doesn’t need to be hard. I’ll walk you through the principles and rules of thumb that matter, and give an example how I’ve build my wardrobe with those.

I’ve struggled with getting stylish, but you don’t have to.

Mindset for attractiveness: Polarizing is good

Let’s first define what polarizing means in attractiveness context, so we’ll be talking about the same thing.

Ever looked around in a more formal event at men’s style? They are virtually indistinguishable from each other due to everyone having a dark suit.

Or taken a look how similar management at your work tend to dress? Yeah, dressing stylish for work purposefully aims to make you conform to a norm to appear credible.

On the other hand, in dating we want two things: to look as hot as possible and stand out from the crowd. An attractive style is your marketing to girls that you put effort towards looking for them. After all, girls tend to spend a lot of time to look as pretty as possible for men. That’s why they appreciate the effort men do. Being polarizing takes the marketing further. It helps girls answer easier the question *“would I see myself dating this guy?”*

In simpler terms, polarizing style helps you screen for girls who are *HELL YES* about you rather than no or *“meh, I guess”*.

Mindset for attractiveness: Think how your clothes work as a whole

The first step to improving style is to consider clothes not as individual pieces, but components of a whole outfit. An outfit is made up from 4 components:

- Base layer = trousers and shirt
- Outerwear = what you wear to keep yourself warm when outside e.g. coats, jackets, hoodies
- Shoes
- Accessories = items not part of base or outerwear layers e.g. jewellery, key chains, hats, scarves, watches, sunglasses

Each of these components affect each other thus they should be thought together.

More importantly, outfits change whenever you change a piece of clothing. In other words, to change an outfit you change a piece in the base layer, the outerwear, the shoes or one of the larger accessories. For visual example, take a look at the demonstration on the next page. An important note, typically changing smaller accessories like jewellery won't be enough to count as a new outfit. Larger accessories like hats and scarves, on the other hand, do.

Essentially we're taking extremely plain and simple pieces of clothing and by combining them in various ways, we come up with an explosion of stylish outfits. So your outfit alternatives can be calculated to be as:

Outfit count = count of trousers * count of shirts * count of shoes * count of outerwear * count of larger accessories

Of course, not all combinations work, so we'll cover next the principles how you can decide whether the components match or not.

HOW TO CREATE NEW OUTFITS EASILY

Create a new outfit by changing t-shirt



Original outfit with t-shirt, jeans, and sneakers



Create a new outfit by changing shoes



Create a new outfit by changing jeans



Create a new outfit by changing accessories



Create new outfits by changing the outerwear



Men's dating style principles

Style principle 1: Keep to male neutral colors and tones

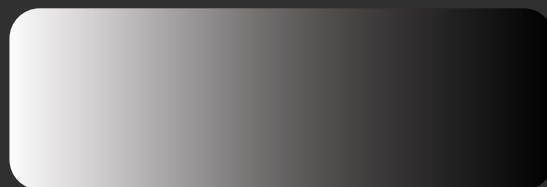
Men tend to do best with neutral colours and tones. What's the difference between them? Tones are black, white and the shades of gray in between them. Colors are basically anything else.

Now, if you've seen more formal men's wear like suits and wool shirts that go with them, they are almost always in black, light or dark gray, navy blue, beige, burgundy or olive green.

For dating, we don't want the formality of suits but the color scheme will work just as well for us.



Male neutral colors



Tones

Style principle 2: Keep color and tone count to 3 or less

The next question becomes how much color do we want. In general, men look better the less colour they wear. For this reason, a full black outfit looks quite good on most men.

A good rule of thumb is to keep both colors and tones under total of three. When you get comfortable with max three colors and tones, experiment with max 3 colors and max 3 tones for total of six. Remember though, the more moving parts, the easier it is to fuck up.

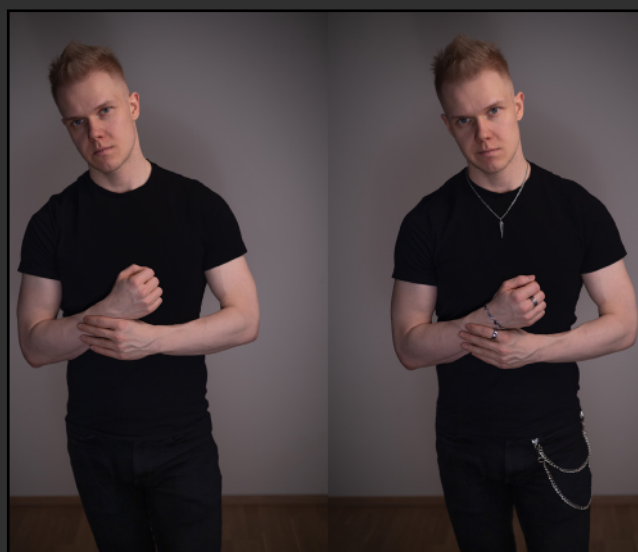
Style principle 3: Always have 2-4 accessories

If there is one “secret hack” in style that takes you from average to great immediately, it’s wearing accessories. An average young guy typically only wears maybe a cap, while an older guy tends to only carry their wedding ring.

Looking at Instagram-level models, the biggest difference in style I see, aside from physique, is the lack of accessories. While a full black outfit can look good, it’s also boring without the details accessories give it. It’s the accessories that give the polarizing edge that we are after.



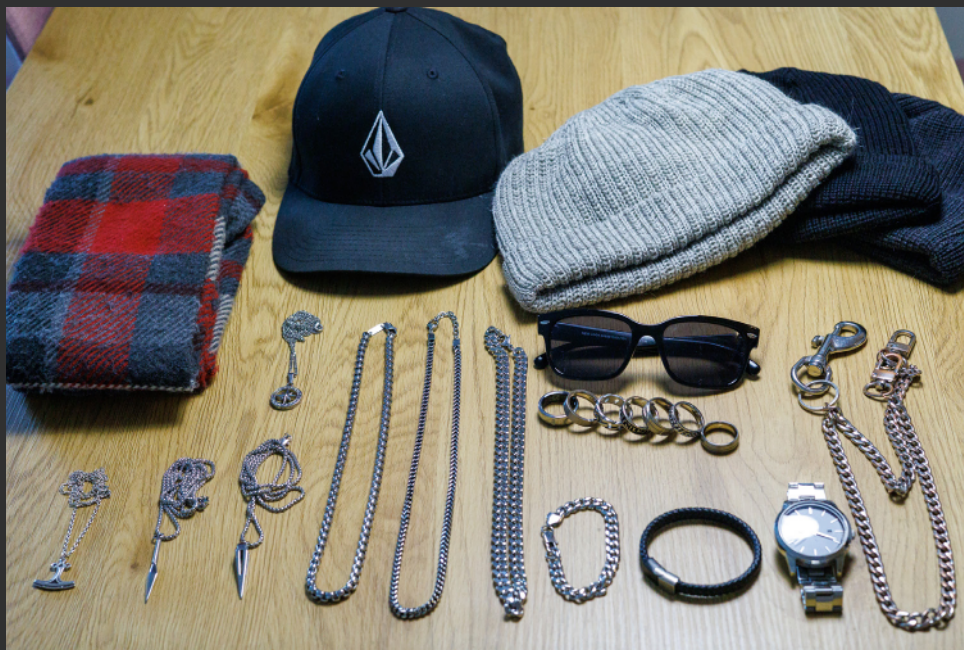
IG model: magic_fox with accessories



Comparison between no accessories and with

You should always wear at least two (a hard minimum!) of two types of accessories with a soft max at four. Because most men wear only a single accessory, your outfit with 2+ tends to stand out more due to more interesting detail in it.

Now, what counts as an accessory? Basically anything that isn’t pants, shoes, a t-shirt or outerwear like a hoodie or a jacket. Some examples include rings, necklaces, pendants, wristwatches, keychains, hats (e.g. beanies, caps, bandanas), scarves, bracelets and sunglasses.



My accessory collection. All jewelry is silvery so everything can be mixed together and because stainless steel is cheap

Style principle 4: If it's not visible, it doesn't matter

Whenever you wear something and others can see it, you should have thought it through what it goes well together with. On the flip side, if it's not visible, it doesn't matter.

If you wear a hoodie, it doesn't matter which t-shirt you wear. When you wear shoes and socks don't show, they don't matter.

Rules of thumb to follow and make style easy

Rule 1: Slim / athletic fit for base layer, regular fit for outerwear

Men tend to wear baggy clothes, which don't look flattering on them. The extra cloth from poorly fitting and / or baggy clothes tends to create a sloppy appearance. This is more noticeable when wearing outerwear on top of a base layer.

Thus, favoring slim fit and athletic fit clothes for t-shirts and jeans helps look sharp rather than sloppy.

Rule 2: Match metals and leathers when possible

Match your accessory metal color with all other metals you wear e.g. other accessories and your belt. Meaning if you wear silver looking accessories, then have all in silver or stainless steel to keep to the color.

Same goes with leathers. If you wear brown shoes, also wear brown belt with it. Brown with brown. Black with black. The only exception here are white leather sneakers. Those can be paired with a black belt instead of a white one.

Rule 3: Don't match denim color

Some things don't pair well and denim color is one of them. In other words, if you wear black jeans, don't wear a black denim jacket together with it. Instead, swap the black jeans to, for example, light gray jeans.

Rule 4: Prints on shirts can work, but are not as versatile

I personally hate having to think whether a piece of cloth fits with an outfit. Thinking whether a t-shirt goes well with my outfit is the last thing I want to think about in the morning when I'm still waking up.

Printed t-shirts often have tons more colors, which makes them a lot harder to combine in a coherent way.

Thus I tend to use single color t-shirts, because they are the most versatile. I can mix and match them without much thought. Then I add the interesting details with accessories instead.

Rule 5: Easy color combinations

- **Monochrome i.e. single color:** All black or all gray outfits work really well. E.g. black t-shirt, black jeans, black boots. Because the base is black, your accessories will pop out really well.
- **One tone + one differing color or tone:** Take the monochrome outfit and change the color of one piece. E.g. black boots to white sneakers, black t-shirt to olive green or white, black jeans to light gray jeans. The single piece in different color will pop out more against otherwise monochrome outfit.
- **Upper / lower contrast:** Your top half and lower half have competing tones. E.g. black t-shirt

and black leather jacket for top, and light gray jeans and white sneakers

- **Tones + color:** Similar to one tone + one color, the single color will pop out from otherwise monochromatic outfit. Example pairings:
 - **Beige + gray + white:** White sneakers, light gray jeans, white t-shirt and beige bomber jacket.
 - **(Navy) blue + gray + white:** White sneakers, light blue (stone wash) denim jacket, navy blue t-shirt, light gray jeans

Rule 6: Copy those who know their style

When I started, everything related to style seemed really overwhelming. I had no idea what my size was, will this look good on me, which colors work.

The best realization I had was to accept that I suck at style. So I picked [a guy, who had their style and dating life together to copy style from](#). Copying someone gives you feedback on whether you're doing good kind of experimentation or not.

You take their outfit pieces, go to a store, pick those pieces in your size, take those pieces home, and try out how the outfits work together on you. Later you return for a refund the pieces that weren't that good.

This is the way I realized that full black in slim fit outfit among others actually looks pretty damn good on me. Copying got me experimenting with different combinations. And got me realizing how easy creating new outfits actually is.

So, don't worry that you suck at style. I did too. Copy someone (e.g. my wardrobe below), try it out, and *you will learn what looks good on you the more you try out combinations*.

My minimalist streetwear wardrobe – (Copy this!)

This is my current wardrobe that has gotten tons of positive comments on attractiveness from girls. So, go wild and copy this:

- Base layer
 - Slim-fit / athletic-fit t-shirts in black, white, light gray and olive green
 - Slim fit jeans in black and light gray
 - Black dress shirt
- Outerwear
 - Light blue denim jacket
 - Black leather jacket
 - Black bomber jacket
 - Large olive green parka coat
 - Hoodies in black and white
- Shoes
 - Black'n'white Vans Old Skool sneakers
 - White adidas Stan Smith sneakers
 - Black chelsea boots
- Accessories (metals all in stainless steel)
 - Necklaces
 - Rings
 - Keychain
 - Wristwatch
 - Bracelet
 - Keychain
 - Black'n'white cap

Let's illustrate the use of the principles and rules of thumb with examples.

Example 1 – Lazy outfit for a date

It's a warm summer day and going to hang out with a girl. It's been a long workday, so I just want to look good without much thinking. I pick a staple full black outfit with white sneaker shoes (rule of thumb 5). So, black t-shirt, black jeans and white adidas sneakers. To round it off, I'll take two necklaces, two rings, a keychain and a wristwatch (principle 3).

Example 2 – Smart casual

It's a summer day and I'm going to a celebration party. It's with friends so nothing too for-

mal, but a dress shirt would be good. If I want to increase the formality, the black chelsea boots would pair the best with the shirt. If I want to tone down the formality, Vans or Stan Smiths would do.

Either color of jeans would work, but if we want to keep the colors to minimum (principle 2), then black jeans would be the best.

For accessories, two rings, a necklace and the wristwatch would provide nice detail to the outfit (principle 3).

Example 3 – Looking good in winter

It's slushy snow day, and I want high top shoes to keep my feet dry. My black chelsea boots are the best for this. Together with those shoes, either a hoodie together with the leather jacket or the parka coat would work. I'll pick the hoodie and the leather jacket as it's not that cold.

Now the t-shirt underneath the hoodie doesn't matter because it's not visible (principle 4). For the jeans, either color works but I'll go with light gray.

To round it up, I'll pick rings, keychain and wristwatch (principle 3). No necklaces this time as they wouldn't be visible from under the hoodie.

These principles and rules of thumb should act as guardrails when learning how to dress attractively. You will learn to crawl by copying, then walk by experimenting, finally run by figuring out how personalize your style. And there's no shame in taking someone's outfit and just copying it.