



A GENTLEMA'S  
GUIDE FOR MIDDLE  
CLASS BOYS

BY MR 001





## WHAT THIS GUIDE COVERS

### LOOKS

- HAIR CARE ROUTINE
- HAIR STYLE AS PER YOUR FACE STRUCTURE
- BEARD & MOUSTACHE STYLE
- SKIN CARE
- ORAL CARE
- PERSONAL HYGIENE

### FEEL

- BODY SHAPE
- EXERCISE
- DIET
- MENTAL HEALTH

### DRESSING

- MUST HAVE WARDROBE
- FINDING YOUR COLOURS
- DRESSING ACCORDING TO THE BODY TYPE
- DRESSING AS A BIG MAN
- DRESSING ACCORDING TO YOUR AGE
- STYLING AS PER OCCASION
- ACCESORIES
- A WATCH GUIDE
- A HAT GUDE
- MUST HAVE FOOTWEAR



## WHAT THIS GUIDE COVERS

- PAIRING DIFFERENT SHOES WITH YOUR OUTFIT
- DONE FOR YOU LOOKS
- HOW TO BUY CLOTHES WITHOUT BREAKING YOUR BANK
- SHOPPING 101
- SCENTS AS PER OCCASION
- HOW TO USE YOUR PERFUME

## COMMUNICATION

- SOCIAL ETIQUETTES
- BEING A GENTLEMAN
- BODY POSTURE
- ACING YOUR BODY LANGUAGE

## ETIQUITES

- FOR A DATE
- OFFICE/PROFESSIONAL
- STYLING
- GYM
- FOR BEING A GUEST
- FOR BEING A HOST
- NETIQUITES
- GENERAL ETTIQUITES



# HAIR CARE FOR MEN

*FOR A SOPHISTICATED AND  
FUNCTIONAL LOOK*

Your Hair has the power to accentuate your features and make you look more attractive if you understand how to maintain and style them. For hair care, one must oil their hair once in every week, especially Indian men who have been having their mother doing their champi in school times. Oiling your hair and massaging your scalp has scientifically proven to improve scalp health which results in reducing hair fall and smooth hair.

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FOR A HEALTHY SCALP

# Hair Care Routine

A PRACTICAL STEP BY STEP PLAN

## 1 Understanding oils for different purposes

- Neem oil for mites and dandruff
- Castor oil for hair growth and hair fall
- Almond oil for frizzy, curly hair
- Coconut oil for coloured damaged hair
- Bhringraj oil for frizzy hair

## 3 Dry Scalp Routine

- Massage your scalp with Almond/ Castor/ Bhringraj oil 20 mins before hair wash
- Use a hair mask
- Use a shampoo followed by a conditioner
- Use a hair serum
- Blow dry hair within 20 mins of washing your hair
- Use a heat protectant before going out in the sun

## 2 Oily Scalp Routine

- "Massage your scalp with Amla/bhringraj/ coconut oil a night before hair wash.
- Use a hair scrub to exfoliate your scalp to remove oil buildup, dandruff and to freshen up your scalp.
- Use a shampoo and conditioner
- Blow dry your hair within 15 mins of washing your hair.
- Use a heat protectant before going out in the sun

## 4 Medium Scalp Routine

- "Massage your scalp with any oil with 20 mins before hair wash
- Use shampoo followed by a conditioner
- Use a hair serum
- Blow dry hair within 15-20 mins of washing your hair
- Use a heat protectant before going out in the sun.

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FOR A HEALTHY SCALP

# Hair Care Routine

WHAT TO DO, WHAT NOT TO DO

## 1 Do's of Hair care

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- Buy a sulphate free shampoo
- Always use a conditioner
- Comb your hair everyday
- Dry Massaging your scalp every night for stimulating growth.



## 2 Don'ts of Hair care

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- Don't let your hair dry on its own it increases oiliness and makes your hair frizzy
- Never blow dry your hair without styling it with your comb or hands
- Don't buy 10 products, but products based on the type of scalp you have.
- Use products in appropriate amounts. Don't overuse your shampoo or conditioner.



# HAIR STYLES BASED ON FACE SHAPE

*FOR A SOPHISTICATED AND  
FUNCTIONAL LOOK*

Styling Men's hair starts with Hair care and ends at Haircut. Styling is a very innate thing and mostly people go with the flow and style their hair with what they feel comfortable with. However styling your hair by choosing a perfect haircut can be done if you know your face shape. Face shapes and good haircuts go hand in hand. So let's look at some face shapes and what goes with them.

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# Hair styles based on your face shape

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## Oval face shape

- - Lucky you! An oval face is versatile and suits most hairstyles.
- - Consider short buzz cuts, crew cuts, pompadours, or medium-length styles.



## Round face shape

- Aim for hairstyles that add height and angles.
- - Try a textured top with short sides, a quiff, or a side-swept style.



## Square face shape

- - Emphasise your strong jawline with clean, structured cuts.
- - Go for buzz cuts, undercuts, or short back and sides.



## Rectangular face shape

- - Balance your face with medium to long hair.
- - Opt for layered hairstyles, side-parted looks, or medium-length pompadours



## Heart face shape

- - Soften your forehead with styles that add volume.
- - Consider textured crops, fringe styles, or medium-length cuts.



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# Hair styles based on your face shape

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## **Diamond face shape**

- - Highlight your cheekbones and minimise the forehead and chin.
- - Try short fades, textured quiffs, or side-swept fringes.

- **Always consult with a skilled barber for personalised recommendations based on your specific features and hair texture. They can help fine-tune the style to match your face shape and preference.**

# Hair styles based on your face shape

<p><b>Oval face shape</b></p> 	<p><b>Pushed back long</b></p> 	<p><b>side parted short</b></p> 	<p><b>Undercut</b></p> 	<p><b>Fringe Up</b></p> 
<p><b>Round face shape</b></p> 	<p><b>Faux Hawk with shorter side</b></p> 	<p><b>Undercut</b></p> 	<p><b>Fringe Up</b></p> 	<p><b>Quiff</b></p> 
<p><b>Square face shape</b></p> 	<p><b>Buzz Cut</b></p> 	<p><b>Faux Hawk</b></p> 	<p><b>Undercut</b></p> 	<p><b>Slicked Back Side Part</b></p> 
<p><b>Rectangular face shape</b></p> 	<p><b>Side Part</b></p> 	<p><b>Buzz cut</b></p> 	<p><b>Fringe Up</b></p> 	<p><b>Side Fringe</b></p> 
<p><b>Heart face shape</b></p> 	<p><b>Pushed Back</b></p> 	<p><b>Side Parted Long</b></p> 	<p><b>Undercut</b></p> 	<p><b>Long Fringe</b></p> 

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# Hair styles based on your face shape

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Diamond face shape



Side Fringe



Faux Hawk



Long Hair Pushed Back



Quiff



- Always consult with a skilled barber for personalised recommendations based on your specific features and hair texture. They can help fine-tune the style to match your face shape and preference.























# BEARD & MUSTACHE STYLE

*FOR A SOPHISTICATED AND  
FUNCTIONAL LOOK*

A Beard and Mustache that's well styled can make anyone be in awe of you. Here, again we must consider the face shape of a Man to choose the best style that will make him stand out.

# Beard & Mustache style based on your face shape

<b>Oval face shape</b> 	<b>Long stubble</b> 	<b>Royale</b> 	<b>Extended Goatee</b> 
<b>Round face shape</b> 	<b>Anchor</b> 	<b>Balbo</b> 	<b>Van Dyke</b> 
<b>Square face shape</b> 	<b>Circle</b> 	<b>Royale</b> 	<b>Goatee</b> 
<b>Rectangular face shape</b> 	<b>Anchor</b> 	<b>Van Dyke</b> 	<b>The Verdi</b> 
<b>Heart face shape</b> 	<b>Garibaldi</b> 	<b>The Classic full beard</b> 	<b>The Verdi</b> 

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# Beard & Mustache style based on your face shape

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Diamond face shape



Garibaldi



The Classic full beard























The Verdi



- Always consult with a skilled barber for personalised recommendations based on your specific features and hair texture. They can help fine-tune the style to match your face shape and preference.

# Best Sunglasses based on your face shape

<b>Oval face shape</b> 	<b>Aviators</b> 	<b>Browline</b> 	<b>Wrap</b> 
<b>Round face shape</b> 	<b>Aviators</b> 	<b>Rectangle</b> 	<b>Square</b> 
<b>Square face shape</b> 	<b>Aviators</b> 	<b>Wrap</b> 	<b>Geometric</b> 
<b>Rectangular face shape</b> 	<b>Aviators</b> 	<b>wayfarer</b> 	<b>Browline</b> 
<b>Heart face shape</b> 	<b>Aviators</b> 	<b>Rectangle</b> 	<b>Geometric</b> 

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# Best Sunglasses based on your face shape

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Diamond face shape



Aviators



Round



Geometric



- 
- Always consult with a skilled barber for personalised recommendations based on your specific features and hair texture. They can help fine-tune the style to match your face shape and preference.



A close-up photograph of a man's face and neck. He is smiling slightly and has white shaving foam applied to his beard area. His hand is visible, with more foam on it, as he applies it to his skin. The background is a plain, light-colored wall.

# MEN'S SKIN CARE

*FOR A SOPHISTICATED AND  
FUNCTIONAL LOOK*

In order to achieve good skin, implementing a good skincare routine is crucial. There are 2 pathways you must know about for this. A Skincare routine for the outer layer of your skin (the skin exposed to sun, dust, your everyday environment) and a Skincare routine for your skin health which will help you achieve a good skin from the inside; remember that both are important.

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FOR A HEALTHY, GLOWING SKIN

# Skin Care Routine

A PRACTICAL STEP BY STEP PLAN

## 1 Taking care of the skin from the inside

- Drink Ginger and Turmeric tea at night
- Drink 2-3 litres of water
- Buy Collagen boosting tablets or Collagen powder and consume it daily.
- Exercise/Movement; it could be as simple as walking daily for 20-30 mins
- Avoid sugar and carbonated drinks
- Avoid Packaged ice creams.

## 2 Taking care of the skin from the outside

- Wash your face Twice (before going to bed and while bathing)
- Apply an anti ageing serum (Even if you are in your 20's) (Pilgrim's Anti ageing Serum)
- Apply a moisturiser. (Nivea or Ay moisturiser with SPF 40)
- Apply a sunscreen. (20 minutes before sun exposure)  
Recommended Product - Boutique's Sunscreens.

### Understanding why two routines

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# MEN'S ORAL CARE

*FOR A SOPHISTICATED AND  
FUNCTIONAL LOOK*

When we smile, our gums and teeth make an appearance in front of people and in order to leave a good impression through a smile, you must make sure your smile looks healthy.

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FOR A HEALTHY SMILE

# Oral Care Routine

A PRACTICAL STEP BY STEP PLAN

## 1 Everyday Oral Care Routine

- 1. Brush twice; before going to bed and after you wake up
- 2. Floss at least once
- 3. Never skip cleaning your tongue.

## 2 A weekly routine

- Once or twice a week, gargle with coconut oil for 15 mins for healthy gums and whiter teeth.

### Easy routine yet people don't follow it

- This routine may seem too obvious and simple and yet people don't follow it. Here consistency is the key. When we smile, our gums and teeth make an appearance in front of people and in order to leave a good impression through a smile, you must make sure your smile looks healthy.
- A weekly routine is as important as the everyday one. Don't forget to gargle with coconut oil and you will never have to spend on expensive teeth whitening or gum health products.

A close-up photograph of a person's arm and shoulder. The person is wearing a white tank top and is applying a blue deodorant stick to their armpit. The background is blurred, suggesting an indoor setting like a gym or a bathroom. The overall tone is clean and professional.

# PERSONAL HYGIENE

*FOR A SOPHISTICATED AND  
FUNCTIONAL LOOK*

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FOR A HEALTHY YOU

# Personal Hygiene Routine

A PRACTICAL STEP BY STEP PLAN

## 1 Everyday Routine

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1. Take a shower daily and twice if you live in a city with a lot of dust, pollution and humidity.
2. Make sure to clean your areas more mindfully where sweat is prone to be produced more, for eg; armpits, feet, private areas, etc.
3. Use a mild soap that suits your skins and doesn't irritate your skin, Scrub yourself weekly.
4. Make sure to wash your beard thoroughly as we may forget to pay it proper attention.
5. Always wear fresh and Ironed clothes to maintain a flawless look in a subtle way.

## 2 A weekly routine

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- We may take our nails for granted but trimmed and clean nails leave a good impression among people, especially women.
  - Do a simple face mask routine with honey and yoghurt. They suit all skin types. Take it in 1:1 ratio
  - Massage your nails and cuticles with coconut oil to keep your nails healthy and strong.
- 
- Personal hygiene is the base of great styling and personality. Without having a good routine of personal hygiene, you cannot dip your toes into the world of Skincare or Haircare

# Feel

*Body Type , Diet , Exercise & Mental  
Health*



# BEST BODY TYPE

Aim for a fit body type, not too bulky or too thin.



Fit



Too Much Muscle



No Muscle





# EXERCISE

Do these exercises on alternative days

## Day 1

3km jogging  
5 sprints of  
100metre

## Day 2

Push Ups - 15\*5  
Pull Ups - 5-10\*5  
Squats - 50\*5  
Crunches - 20\*5

# DIET

Use these ingredients to combine your own recipes

## **Must Have Daily**

- Handful of soaked nuts blend with 500ml of milk and 1 banana
- 3 whole eggs
- Spinach 100gm
- Broccoli 100gm
- Bajra roti with 2tbs
- 100gm paneer
- 500ml milk before sleeping

# DIET

## **Must Avoid**

- All kinds of oil except mustard & olive oil
- Refined flour (Maida)
- white Sugar
- Any packaged food
- All kinds of packaged drinking beverages

# MENTAL HEALTH

## **Meditation daily for 15 mins**

- Sit with your eyes closed
- Keep your spine straight
- Do not move your body or any part
- Become a stone for sometime
- Do not try to control your mind
- Think whatever you want to think  
just do not move your body
- Once your body becomes still your  
mind will automatically relax
- Do this everyday after shower



WARDROBE ESSENTIALS FOR MEN

# THE MUST HAVES

*FOR A SOPHISTICATED AND  
FUNCTIONAL LOOK*

Men's clothing essentials that enhance one's personality while staying budget-friendly should be your fashion motto. Brand labels and expensive clothes don't make you a gentleman. The choices of your clothes, appropriateness, fitting and how well you carry them leaves a lasting impression.

# A GENTLEMAN'S BASICS

DO YOU HAVE THESE IN YOUR CLOSET?

## Basic TSHIRTS

- 2-4 basic t-shirts with monotonous colours



## Casual Shirts and T-shirts

- a few Printed Shirts and T-shirts that are appealing in colour theory and not distracting to anyone's eyes.
- Avoid Neon colours



# A GENTLEMAN'S BASICS

DO YOU HAVE THESE IN YOUR CLOSET?

## Shorts

- Buy shorts that are upto your knees in length
- Buy simple, plain shorts with printed Tees. Don't overlap print with print.



## Denims

- Avoid wearing loose fittings
- Buy colours that are classic and avoid ripped jeans
- while buying printed design jeans make sure you only buy the ones that has font design in a black or white colour



# A GENTLEMAN'S BASICS

DO YOU HAVE THESE IN YOUR CLOSET?

## Formals

4 Shirts - white, brown, grey, blue and black

4 pants- white, brown, grey, blue and black

4 blazers - white, brown, grey, blue and black



GREY JACKET



NAVY JACKET



BLUE JACKET



BLACK JACKET



BEIGE JACKET



BROWN JACKET



A GENTLEMAN'S GUIDE FOR MIDDLE CLASS MEN



# A GENTLEMAN'S BASICS

## FINDING YOUR COLOURS FOR TEES/TSHIRTS

<b>LIGHT SKIN LIGHT HAIR</b>	 <p>WHITE    BABY BLUE    BLUE GREY    PINK    GREY</p>
<b>TAN SKIN DARK HAIR</b>	 <p>WHITE    SKY BLUE    NAVY STROKE    OLIVE GREEN    DARK GREY</p>
<b>DARK SKIN DARK HAIR</b>	 <p>WHITE    TURQUOISE    BLUE    PURPLE    LIGHT GREY</p>
<b>LIGHT SKIN DARK HAIR</b>	 <p>WHITE    TEAL    NAVY    MAROON    BLACK</p>



WADROBE ESSENTIALS FOR MEN

# DRESSING ACCORDING TO YOUR BODY TYPE

*FOR A SOPHISTICATED AND  
FUNCTIONAL LOOK*

Men's clothing essentials that enhance one's personality while staying budget-friendly should be your fashion motto. Brand labels and expensive clothes don't make you a gentleman. The choices of your clothes, appropriateness, fitting and how well you carry them leaves a lasting impression.

# A GENTLEMAN'S BASICS

## FINDING YOUR COLOURS FOR TEES/TSHIRTS

### THIN BODY TYPE

#### GOAL:

- Buy Horizontal striped shirts a thin- medium material
- sweaters/denim jackets to add bulk to your frame
- slim trousers



### AVERAGE FRAMES

#### GOAL:

- Slim and Classic fit t-shirts with some Jewellery
- Don't buy bulky jackets



# A GENTLEMAN'S BASICS

## FINDING YOUR COLOURS FOR TEES/TSHIRTS

### MUSCULAR BODY TYPE

#### GOAL:

- Buy Crew Neck Tees to flaunt your shape
- wear Unstructured Jackets and Shorts with subtle horizontal pattern



### FULLER BODIED MEN

#### GOAL:

- Add suspenders to your formal wear
- wear sack jackets or normal jackets to embrace your "bulky" look.
- wear pants true to your size



WADROBE ESSENTIALS FOR MEN

# DRESSING AS A BIG MAN

*FOR A SOPHISTICATED AND  
FUNCTIONAL LOOK*



# A GENTLEMAN'S BASICS

## HOW TO DRESS IF YOU ARE A BIG MAN

### FOR FORMALS / TYPES OF CUT

- Always wear a clean collar and a good tie to cover neck fat and enhance your look
- Wear a suspender to look more put together and in power
- Buy relaxed cuts/ Classic cuts in Shirts
- Buy a slightly bigger Blazer

### COLOURS AND PATTERNS

- Avoid striped patterns unless it is Paul Fredrick's Non-Iron Supima Cotton Engineered Shirt that has a thin stripe look
- Wear Darker colours to enhance your appearance
- A black Shirt dress is a game changer here

### SHIRTS/T-SHIRTS

- Buy Polyester or Cotton-Polyester mix fabrics
- Always wear a undershirt to avoid sweating
- Polo T-shirts will always look good
- Buy Dress shirts
- Try Oxford fabric
- Take a slightly bigger size so that it shrinks gracefully (Cotton, Linen and oxford will)

### BELTS AND BOTTOMS

- Buy belts that are a size bigger to make you look flawless
- Buy pants that are a size bigger and we can always style them perfectly with the belt which is not too tight or loose but perfect.
- This practise will not only hide our roundness perfectly whether we are standing or sitting but also give us a clean look

A group of men in suits are posed in a classic, ornate room. One man is seated in a patterned armchair on the left, another is seated on a sofa in the middle, and a third is sitting on the floor on the right. The background features a large painting on the wall and a window with sheer curtains on the left. The overall aesthetic is sophisticated and timeless.

WADROBE ESSENTIALS FOR MEN

# DRESSING ACCORDING TO YOUR AGE

*FOR A SOPHISTICATED AND  
FUNCTIONAL LOOK*

# A GENTLEMAN'S BASICS

DRESSING ACCORDING TO YOUR AGE

## 20's

### CASUAL

- PICK A THEME
- EXPERIMENT WITH TEXTURES AND FITS
- CHOOSE ACCESSORIES THAT DEPICT SELF CONTROL AND STYLE
- DARK DENIMS LOOK GOOD
- A SIMPLE BELT AND LIGHT/DARK COLOURED BLAZER WILL GIVE YOU A SMART LOOK
- HAVE AT LEAST ONE PAIR OF KHAKHIS
- INCOPORATE BRIGHT COLOURS

### FORMAL

- BUY YOUR SUITS FROM PLACES THAT OFFER GOOD IN-HOUSE TAILORING
- GET GOOD FITTINGS
- KEEP IT SIMPLE
- BE IN TUNE

### THINGS TO NOTE/BUY

- A SINGLE BREASTED GREY OR NAVY BLUE SUIT
- ALWAYS HAVE A PLAIN WHITE SHIRT THAT'S FRESHLY IRONED
- BUY A FEW COLLARED DRESS SHIRTS
- 3 NECKTIES THAT ARE DARK IN COLOURS AND MINIMAL DESIGN/PATTERNS
- HAVE SHINED BLACK OXFORD BALMORAL SHOES OR BROWN LEATHER OXFORDS
- A PLAIN BLACK/BROWN LEATHER BELT



# A GENTLEMAN'S BASICS

DRESSING ACCORDING TO YOUR AGE

## 30's + 40's

### CASUAL

- INVEST IN SHIRTS, JACKETS AND TROUSERS
- TRY PASTEL COLOURS LIKE SEA GREEN FOAM AND CORAL PINK
- BUY CASUAL SHIRTS WITH COLLARS
- SPORTS JACKETS ARE A REALLY GOOD CASUAL OPTION
- INVEST IN A GOOD COLLECTION OF POLO SHIRTS AND LONG SLEEVED DRESS

### FORMAL

- BUY A PROPER SUIT, A MADE-TO-MEASURE OR BESPOKE
- A NAVY BLUE BLAZER IS A MUST-HAVE FOR FORMAL USE
- INVEST IN PLENTY OF LIGHTLY COLOURED OR PATTERNED DRESS SHIRTS
- MUST HAVE SOME WHITE DRESS SHIRTS

### THINGS TO NOTE

- BE VERY REALISTIC ABOUT YOUR EXACT FIT
- SUITS SHOULD NEVER BE SLUMPED
- SPORTS JACKETS SHOULD NEVER BE SHORT FROM ARMS
- TOO BRIGHT COLOURS LIKE NEON ORANGE ARE MEANT FOR YOUNG GEN AND NOT FOR MATURE MEN
- DON'T ONLY STICK TO BLACK AND BLUE, COLOURS

# A GENTLEMAN'S BASICS

DRESSING ACCORDING TO YOUR AGE

# 50+

## CASUAL

- WHEN YOU ARE OLDER, YOU DON'T LOOK LIKE YOU ARE TRYING TOO HARD AND THAT'S THE BEAUTY OF IT. YOU CAN STYLE SUITS EASILY AND NOBODY WILL THINK YOU ARE TRYING TOO HARD TO BE SEEN
- WEAR MORE ACCESSORIES LIKE HATS, SCARFS AND CUFFLINKS
- YOU DON'T HAVE TO DRESS BORING, ADD SOME PERSONALITY TO YOUR STYLE
- BUY SPORTS JACKETS
- TRY WAIST COATS AND VESTS
- HAVE NON-BUSINESS SUITS

## FORMAL

- BUY DOUBLE BREASTED OR THREE PIECE SUITS.
- INVEST IN SUITES THAT ARE DARK NAVY, CHARCOAL, OR BLACK WITH PINSTRIPES
- INVEST IN HIGH QUALITY FABRICS
- MINIMALISM IS ELEGANT

## THINGS TO NOTE

- NOTHING IS MORE STYLISH AND SEXY THAN BEING CONFIDENT AND FEELING FREE IN YOUR STYLE.
- DON'T RESTRICT YOURSELF FROM STYLING
- INVEST IN HIGH QUALITY ACCESSORIES



STYLING BASICS FOR MEN

# STYLING AS PER OCCASION LOOKS

*FOR A SMART AND FUNCTIONAL  
LOOK*

Men's clothing essentials that enhance one's personality while staying budget-friendly should be your fashion motto. Brand labels and expensive clothes don't make you a gentleman. The choices of your clothes, appropriateness, fitting and how well you carry them leaves a lasting impression.

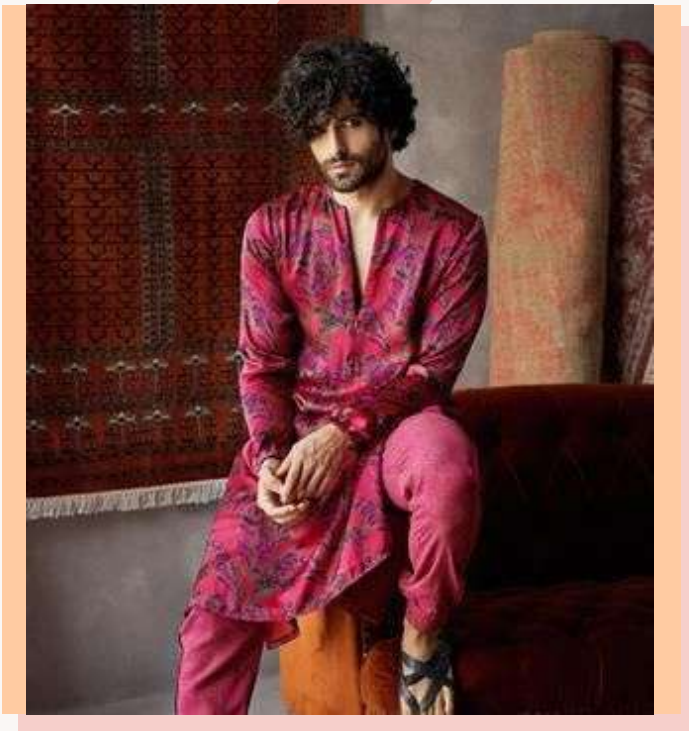
# On The Beach Look

<b>Sunglasses</b>	<ul style="list-style-type: none"><li>• Wear sunglasses with a colour tint. Wear blue tinted sunglasses if you have deep set eyes/ dark circles. Wear yellow, blue, green or any colour if you don't have dark circles. (Make sure your tints are super light in colour and not dark).</li></ul>
<b>Shorts</b>	<ul style="list-style-type: none"><li>• Wear shorts that are brown so that even when you are sitting on the sand, you don't have to worry much about your outfit. (Avoid white and black shorts, white will be ruined and black will attract a lot of heat and sweat)</li></ul>
<b>Shirt</b>	<ul style="list-style-type: none"><li>• Wear a floral shirt that has simple, light colours with a few buttons open. (You are on a beach)</li></ul>
<b>Footwear</b>	<ul style="list-style-type: none"><li>• Wear slip ons that don't have a lot of symbols on them. Wear something super simple.</li></ul>
<b>Body language</b>	<ul style="list-style-type: none"><li>• Relax, Enjoy yourself.</li><li>• Confidence is the best accessory</li></ul>

# Festive Look

## Styling steps to incorporate

1. Wear open collar kurtas.
2. Wear Chikankari kurtas if it's a casual festive event.
3. Wear a embroidery shawl with your kurta if it's a big festive event or a wedding.
4. Style your printed kurtas with jeans, folded sleeves, a black metal watch and rings.
5. Wear sneakers with casual kurta look and Juttis/ Mojari with a heavy kurta look



*Inspiration*



# Formal Events

## Styling steps to incorporate

1. Formal shoes for Formal events; do not wear sneakers or casual flat shoes here.
2. Always wear a silver metal watch.
3. Do not exhaust your look with pink lined shirts or yellow shirts.
4. Always wear a belt that's in a good condition. Never wear a leather belt that can be seen disintegrating or scratched or having its thread coming off.
5. Do not wear gold rings with your silver watch with your formals to look rich/ classy. (You won't)
6. Wear a long lasting cologne.
7. Use body powder under your arms before wearing your shirt to avoid sweat under your armpits and deodorant/ cologne on your outfit.



*Inspiration*



# Work Space Look

## Styling steps to incorporate

1. Wear casual formals or Formals based on your work setting
2. Wear colours that reflect your seriousness and simplicity.
3. Wear pressed and crease free clothes
4. Wear sneakers that are thick and monotonous in colour.
5. Avoid chunky accessories
6. Avoid the look of too much hair gel (you will look like you are out of place)
7. Avoid dirty white shoes or shoes that look grey. (Your outfit looks shabby if you do)
8. Avoid jeans that are too loose (you don't want to pull your jeans while talking about important ideas)
9. Avoid bright and neon colours (you want people to look at you because you look lovely to look at and not because you are a distraction)
10. Avoid chappals/ slip ons (that's your work place not your friend's house)



*Inspiration*





STYLING BASICS FOR MEN

# STYLING ACCESSORIES

*FOR A SMART AND FUNCTIONAL  
LOOK*

Minimal accessories are crucial for men's styling as they convey elegance, timelessness, and versatility. These understated pieces enhance professionalism and comfort while showcasing attention to detail. By prioritizing quality over quantity, they allow for personal expression while adhering to the "less is more" principle, creating a balanced and impactful overall look.



# ACCESSORIES

## A PRACTICAL GUIDE

### DO'S OF ACCESSORIES

- Buy minimal and simple jewellery
- Buy rings and bracelets if you have veins or bigger hands, it draws more attention to your hand.
- Wear simple, thin-medium chains if you have an Adam's apple, a thick neck or a good beard to attract attention to those areas.
- Wear silver metal watches (they are universally compatible for almost every outfit)
- Buy affordable silver jewellery from Giva that'll be useful in the long run.

### DON'TS OF ACCESSORIES

- Don't buy chunky jewellery/ accessories
- Don't wear thick chains
- Don't make yourself a jewellery god by wearing too much of it.
- Don't wear gothic jewellery or accessories (for eg. skull rings) (You are a gentleman not an emo kid)
- Don't street shop for Accessories they'll tarnish very soon and we don't want to waste money.
- Don't buy very golden, glowy jewellery. (You are not Bappi Lahiri)
- Never invest in colourful jewellery that will be hard to mix and match with your wardrobe.
- Don't buy accessories just because someone else looks good in it

# ACCESSORIES

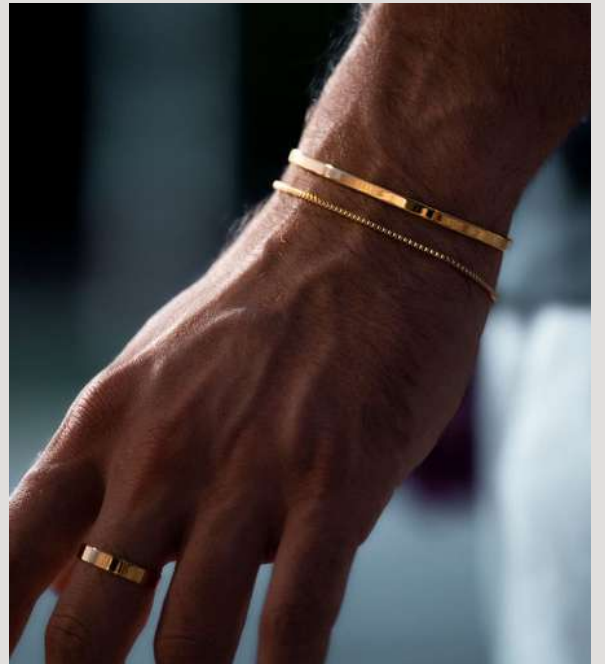
A PRACTICAL GUIDE



*Inspiration 1*



*Inspiration 2*



# ACCESSORIES

## A WATCH GUIDE

### DIVER



What to wear it with - Business and Casual Attire  
Wrist band- Leather, Nylon, Rubber and Metal

- Water Resistant

### PILOT



What to wear it with - Business, Business Casual, Semi Formal  
Wrist band- Leather

- Chronograph

### MILITARY/TACTICAL



What to wear it with - Casual, Athletic  
Wrist band- Leather

- Sturdy, Outdoor

# ACCESSORIES

## A WATCH GUIDE

### DRESS



What to wear it with - Business, Semi Formal, Formal  
Wrist band- Leather

- Flat, Metal Case, Simple Face

### SPORT



What to wear it with - Casual  
Wrist band- Rubber and Metal

- Sturdy, Many Shapes and colours

### POCKET WATCH



What to wear it with - Jacket, Waistcoat, Formal, white  
Tie Dress code

Wrist band- None

- Precious Metal with Chain

# ACCESSORIES

## A HAT GUIDE



**Fedora**

Stick to neutral tones and medium widths



**Trilby**

Try to wear at the back of your head, its a fashion hat and not a functional hat. so pair it wisely



**Bowler or Derby**

Style this with a double-breasted suits, tailored pants, dress shoes and some love for British styling



**Panama**

Wear it with your beach outfits or linen shirts in a hot summer place



**Boater**

Wear it with your beach outfits or Floral shirts in a hot summer place



**Gambler**

wear it on Halloween when you dress up as someone adventurous

# ACCESSORIES

## A HAT GUIDE

**Mariner or  
Sailor**



Looks good with oval face shapes and with Denim outfits

**Military Cap**



wear it with dark denims and simple jackets

**A Flat Cap**



You can wear it with contrasting or neutral colours. It can be styled for Informal and formal attires and best for diamond face shapes

**Ascot**



Style it with a sweater vest or a collared shirt

**Bucket Hat**



Style it with bomber jackets, high tops or Jersey

**Beret**



Wear it with your leather jacket to embrace french influence into you styling



STYLING BASICS FOR MEN

# MUST HAVE FOOTWEAR

*FOR A SMART AND FUNCTIONAL  
LOOK*

World-renowned shoe designer Christian Louboutin emphasizes, "Shoes transform your body language and attitude."

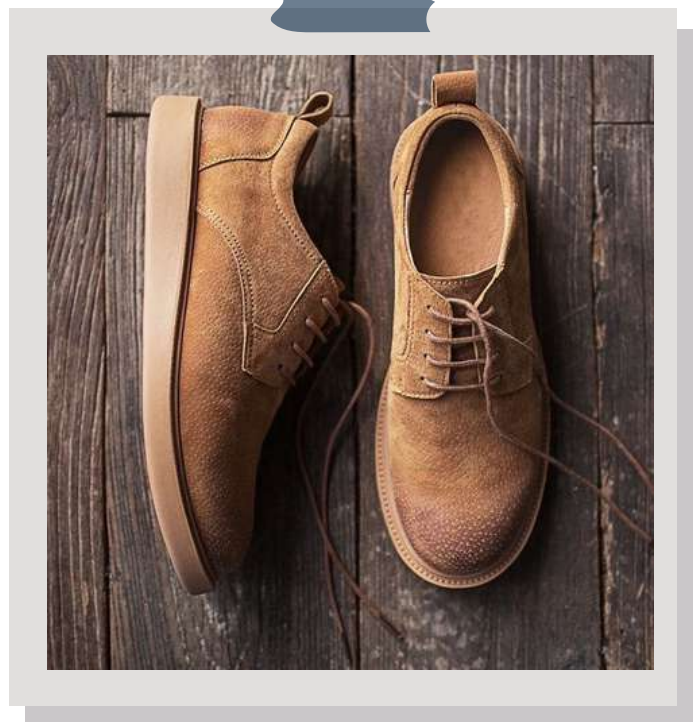
# MUST HAVE FOOTWEAR

## A PRACTICAL GUIDE

### LIST OF WHAT YOU MUST HAVE

- Have brown and black formal shoes that are super comfortable and from a reputable brand
- Buy sneakers that are black and white so you don't have to worry much about maintenance or matching them with your outfits.
- Buy flat casual shoes that are brown, black or blue.
- Buy one slip ons. One is enough.

*Inspiration 1*





# MUST HAVE FOOTWEAR

A PRACTICAL GUIDE

*Inspiration 2*



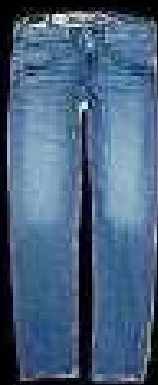
*Inspiration 3*



# PAIRING DIFFERENT SHOES WITH YOUR OUTFIT



**Chinos**



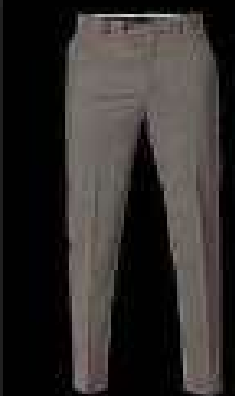
**Jeans**



**Shorts**



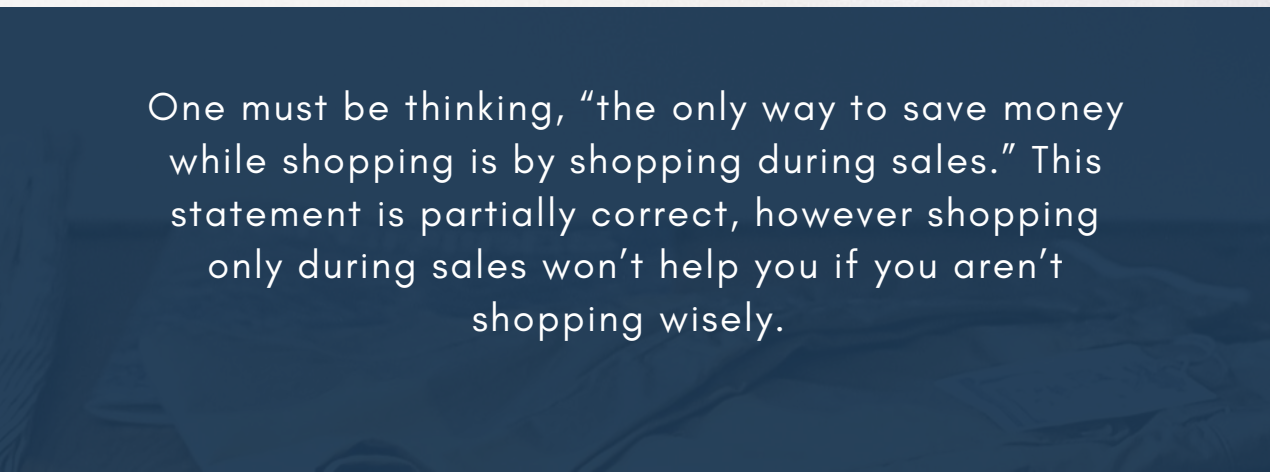
**Pants**





# HOW TO BUY CLOTHES WITHOUT BREAKING YOUR BANK

*FOR A SOPHISTICATED AND  
FUNCTIONAL LOOK*



One must be thinking, “the only way to save money while shopping is by shopping during sales.” This statement is partially correct, however shopping only during sales won’t help you if you aren’t shopping wisely.

# SHOPPING 101

## A PRACTICAL GUIDE

**Do the following things to achieve a great closet without having to take a personal loan:**

- Make a list of functional items you need (basic tees, formal pants, white shirt, etc)
- Make a list of trending fashion that highlights your broad shoulders, neck or arms. Be careful with these.
- Don't buy trending fashion because it looks good on your friend.
- Make sure your trending fashion to functional fashion ratio is 40:60
- Invest in shoes that are of high quality, durable and functional. You never need fast fashion/ trending shoes. Classics are the best. The newest Jordans or Air Max will not even contribute 10% to your look, nobody will notice until they are jobless teenagers who are obsessed with these brands.
- Always buy 2 kurtas for casual wear and 2 for heavy festive wear so that you never have to run at the last moment to dress up for an event.
- Shop at AJIO for basics, they have great discounts and return policies.
- Buy fast fashion or trending fashion at a mall where you can try them without making any wardrobe mistakes.

A close-up, artistic photograph of a hand holding a clear, rectangular perfume bottle. The hand is positioned over a person's skin, with fingers gently gripping the bottle. The lighting is soft and natural, highlighting the textures of the skin and the glass. The overall mood is sophisticated and elegant.

# HOW TO CHOOSE YOUR SCENTS

*FOR A SOPHISTICATED AND  
FUNCTIONAL LOOK*

One must be thinking, “the only way to save money while shopping is by shopping during sales.” This statement is partially correct, however shopping only during sales won’t help you if you aren’t shopping wisely.

# SCENTS AS PER OCCASION

A PRACTICAL GUIDE

## For weddings

- Wear a scent that has fresh and floral notes so that after hours of dancing, you will still smell fresh
- Nobody wants an alcoholic, super spirited scent after so much hardwork.

## For work space

- Wear a strong musky, woody, cinnamon scent to keep you and everyone around on their toes.
- Use Oriental notes

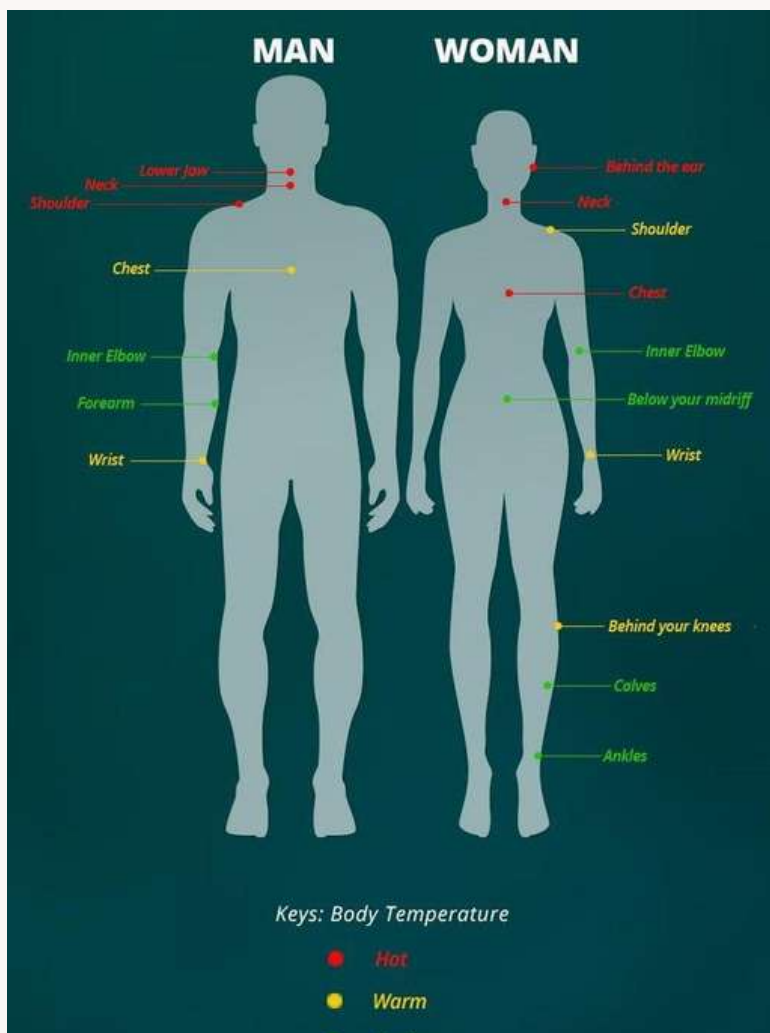
## For dates

- Use very oceanic, spicy, woody notes.



# HOW TO USE YOUR PERFUME

A PRACTICAL GUIDE



- In areas where body releases more heat, the perfume lasts longer.
- You can apply Vaseline on the areas of your body where you want the perfume to last longer

# ACING YOUR BODY LANGUAGE

A PRACTICAL GUIDE

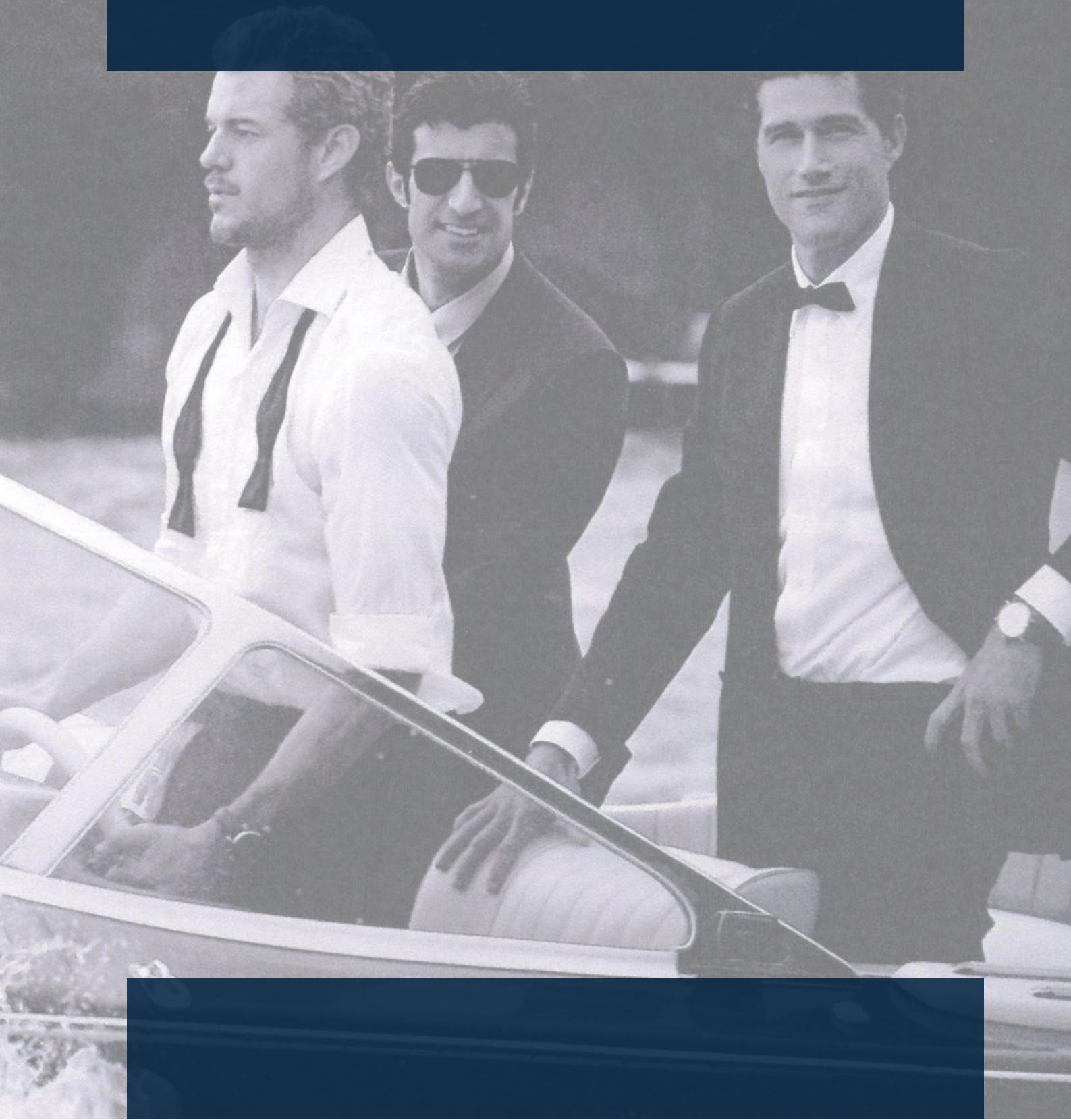
## Body Language

- Stand and sit up straight with your shoulders back.
- Avoid slouching or hunching your back.
- Make confident eye contact during conversations.
- Avoid staring intensely, but don't constantly look away.
- Offer a firm, but not overly strong, handshake.
- Make sure it's accompanied by a genuine smile and direct eye contact.
- Use controlled and purposeful hand gestures to emphasize points.
- Avoid excessive or distracting movements.
- Walk with purpose and confidence.
- Maintain a steady pace and avoid shuffling or dragging your feet.
- When seated, keep your legs and arms uncrossed.
- Sit back in the chair with both feet on the floor.
- Show that you're actively listening by nodding and using appropriate facial expressions.
- Use "please" and "thank you" regularly.
- Show respect for others' opinions and feelings.
- Smile genuinely to appear approachable and friendly.
- Keep a relaxed demeanor to avoid appearing tense or anxious



# ETIQUETTES

*FOR A SOPHISTICATED AND  
FUNCTIONAL LOOK*



# ETIQUETTES

A PRACTICAL GUIDE

## For date

### Do's

- Take the initiative in organizing the first date
- Message back in a couple of days
- If you're in a restaurant, club, bar or anywhere else treat the staff respectfully
- Offer your date the best seat or whichever they want

### Don't's

- Don't take a lot of time in the washroom while on a date
- Don't use your phone often
- On dating apps never use your old pictures
- Don't ghost your date after the meeting, make sure you communicate

# ETIQUETTES

A PRACTICAL GUIDE

## For Office/Professional

### Do's

- Return your phone calls, communicate if you don't want to talk
- Stand up when being introduced or when introducing yourself
- Shake hands firmly, not too tight, not too loose
- Use only professional languages most of the time

### Don't's

- Don't call unless it is urgent
- Don't keep unnecessary people involved in emails and conversations
- Don't follow up unanswered emails within 24 hours until urgent
- Don't bitch about other co-workers

# ETIQUETTES

A PRACTICAL GUIDE

## For Styling

### Do's

- Take off your sunglasses indoors and at night
- If you're unsure of how formal an event is, always dress up rather than down. It is good to be the only person in suit rather than the only person in shorts
- When it comes to tailoring, know your measurements like you know your PIN number. The fit is everything. "That'll do," should not even be in your vocabulary
- Make sure your clothing is always properly ironed

### Don't's

- Never disrespect the dress code of the place you're visiting
- Don't wear undergarments that show through your clothing
- Don't wear excess jewelry and flashy items as your accessories
- Never wear a poorly tied tie

# ETIQUETTES

A PRACTICAL GUIDE

## For Gym

### Do's

- Put things away once you're finished with them
- Be clean and wear clean clothes
- Stay out of a lifter's 'bubble'. Unless you're spotting them
- Always wipe down any equipment after you've finished using it

### Don't's

- Don't roar and loudly drop your weights at the end of a set
- Don't stare and make people uncomfortable
- Don't play on your phone while hogging a machine or bench.
- Never give out unsolicited training advice

# ETIQUETTES

A PRACTICAL GUIDE

## For Being A Guest

### Do's

- Always offer to help with food preparations
- Ask about their house rules and follow them
- Try to appreciate the things you find good in the house

### Don't's

- Don't arrive empty-handed, even if the host hasn't asked you to bring anything
- Don't expect your hosts to cater to any ridiculous dietary requirements you may have.
- Don't arrive too early or too late

# ETIQUETTES

A PRACTICAL GUIDE

## For Being A Host

### Do's

- Always greet your guests at the door and make them feel welcome in your home immediately
- Try to get them relaxed
- If you're having a large number of guests over, you can probably knock the 'shoes off at the door policy on the head
- If having guests to stay, make sure their room is tidy and that the bed linen is fresh.
- Always see your guests out and thank them for coming

### Don't's

- Don't just play music you like, but make it a free-for-all
- Don't just be in your own space, participate in conversations and introduce your guests to one another
- Don't give an unusual timing of too late until or too early in usual parties

# ETIQUETTES

A PRACTICAL GUIDE

## The Netiquettes

### Do's

- Check your privacy settings inside out before sharing or posting anything
- Think carefully before letting co-workers, bosses or relatives into your social media bubble
- Keep your excitement controlled, not everyone is as interested in your baby as you are
- Always Keep personal info as locks, dates when you are traveling out, etc private
- Stay humble while interacting with new people on the internet

### Don't's

- Don't put your politics in front of everyone, people might have different opinions
- Don't fire out friend requests to people who don't know you personally without a note explaining who you are.
- Don't like or comment on old photos or posts. The user might feel you were stalking him/her