

# The Creative Style Personality - Men

- Clothing Style:** You create your own individual style. Fashion for you is an art form. You have an individual look which varies from day to day, mixing and matching fabrics, styles and colour combinations. One thing for sure you don't want to look like everyone else!
- Lifestyle:** You tend to enjoy creative hobbies like painting, music and writing. You may be a collector
- Accessory Style:** You seek out interesting belts, and like shoes in interesting colours and materials. Your socks make a statement and hats often feature in a look.
- Eyewear Style:** **Unique and Creative**
- Colours:** Bright bold colours & Unusual colour combinations.
- Patterns & Details:** Unusual pattern combinations. Quirky or asymmetrical details.
- Shapes:** Round, Retro Geek chic, Asymmetrical shapes (one round and one square for example)Panto
- Materials:** Anything goes! Lightweight to heavy metals and acetates. Unusual material combinations.
- AVOID:** Classic shapes, Rimless, Neutral colours

# The Dramatic Style Personality - Men

- Clothing Style:** You love to shop and buy all the latest gadgets and trends. You like bold and strong colour statements. You are fashion forward and your wardrobe is brimming with statement pieces. Practicality doesn't enter your mind when you are out shopping- you love to stand out!
- Lifestyle:** Your home is full of high tech gadgets and you like to drive fast cars or sports cars that call for specialized equipment
- Accessory Style:** You frequently update your belts, ties and watches and have the latest shoe styles.
- Eyewear Style:** **Bold, Dramatic and Fashion Forward**
- Colours:** Bold Colours, High Contrast Colour Combinations. Black high shine
- Patterns & Details:** Extravagant designs. Geometric patterns
- Shapes:** Extreme and fashion forward styling. Angled. Strong horizontal shapes. Round. May go oversized or undersized if it creates the drama!
- Materials:** Metals & Acetates- Mid /Heavy Weight. High Shine Finish.
- AVOID:** Rimless, Classic shapes, Soft/Understated colours or shapes, Lightweight designs.

# The Romantic Style Personality - Men

**Clothing Style:** You have a sense of security in your look and are not afraid to make others aware of your interest in looking after yourself. You enjoy shopping and care about your grooming and will invest time and money in it. You like to wear clothes in interesting patterns including florals and fabrics such as cashmere, tweed, velvet and silk.

**Lifestyle:** You spend time on your appearance from personal grooming to taking care of your clothes. You like luxurious and comfortable modes of travel.

**Accessory Style:** You many have a collection of watches, belts in different style and weights of leather and you will always wear the right shoes for your look whatever the occasion.

**Eyewear Style:** **Detailed and Interesting**

**Colours:** Accent colours to add interest.

**Patterns & Details:** Small interesting details. Etched metals. Shine.

**Shapes:** Softer shapes, horizontal shapes with soft edges. Round, oval, Panto shapes. Rimless with interesting side.

**Materials:** Lighter/midweight metals and acetate. Mixed materials if interesting. High shine/sheen finish

**AVOID:** Sharp angles. Strong horizontal shapes. Heavy materials. Dark, Strong Colours. Plain designs

# The Classic Style Personality - Men

**Clothing Style:** You are a man of tradition are comfortable with your look and see no need to change it. You don't like taking risks particularly with your clothes. You are well coordinated and rarely experiment with different colour combinations. Your look is more formal, but when presented with something new, however, you can be open minded.

**Lifestyle:** You like your hobbies and sports to be structured and timed, for example golf and tennis. Once you find your favourite car you will stick to the same model. You like to keep your surroundings tidy.

**Accessory Style:** Your watch will probably be chronologic and your shoes will compliment your outfit. You will use a briefcase for work rather than a manbag.

**Eyewear Style:** **Timeless and Classic**

**Colours:** Neutral Uniform Colours. No more than two colours in combination

**Patterns & Details:** Simple clean designs

**Shapes:** Clean lines and classic symmetrical shapes. Simple Rimless/ Semi-rimless designs.

**Materials:** Refined Metals and Smooth Finished Acetates. Matt or low sheen finish

**AVOID:** Extreme shapes, Bright Bold Colours, Too much fuss.

# The Natural Style Personality - Men

- Clothing Style:** You have a very relaxed attitude to virtually everything, you are the typical laid-back man. You find grooming a chore and may have hair longer than most and some stubble. You like your clothes to be comfortable and easy to look after. You prefer natural fabrics with texture and will often layer your clothes. You really struggle with formal wear and find it restrictive.
- Lifestyle:** You are into sport activities of all kinds, whether as a participant or just watching and have a relaxed attitude to décor at home. Your car will be practical to work alongside your interests.
- Accessory Style:** You wear comfortable shoes, a multipurpose watch and probably carry a rucksack. In winter you won't be without your woolly hat, gloves and scarves to keep you warm when out and about.
- Eyewear Style:** **Comfortable, Durable and Robust**
- Colours:** Low contrast colour combinations. Neutrals and colours found in nature
- Patterns & Details:** Interesting layers of colour creating appearance of texture e.g Tortoiseshell
- Shapes:** Classic structured shapes. Sporty Wrap for sports
- Materials:** Robust -Mid/ Heavyweight Metals and acetates. Matte Finish. Natural textured materials like Wood, Wood/Stone combinations, Leather, Metals which flex/bend for lifestyle.
- AVOID:** Lightweight fine metals. Rimless. Bright bold Colours. High Shine.

# The City Chic Style Personality - Men

**Clothing Style:** You may feel that you are a combination of lots of different looks and this is the true city chic man, you will adapt your look and style to suit the location and the occasion. You will spend on quality items and are aware of current trends. You care about grooming but are not fanatical.

**Lifestyle:** You are a minimalist in both your home and work environment, your car of choice is modern with the latest technology, practical but never ostentatious.

**Accessory Style:** You invest in good quality accessories and will probably carry a man bag as you don't like to spoil your appearance with bulging pockets etc.

**Eyewear Style:** **Understated and Stylish**

**Colours:** Neutral. Low contrast colour combination

**Patterns & Details:** Simple

**Shapes:** Panto, Geek Chic (Not too oversized). Classic shapes with clean symmetrical lines. Subtle nod to current trends.

**Materials:** High Quality refined metals, Smooth finished acetates. On trend material combinations. Light/ Mid Weight Materials. Smooth/low sheen finish.

**AVOID:** Extreme shapes or colour combinations. Old fashioned classic designs. Too much detail.