The Personal Image Blueprint
Lesson 6 – Pattern Matching Made Simple

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Gentlemen, Antonio here. Okay. Today we're going to talk about pattern matching made simple. The basic rule that you need to understand when you're matching patterns is that no two, three, or four patterns that you're going to be matching together should be – when matching, generally, they should not be the same size and the same scale.

Now, it's going to be different as you start to get toward four patterns, five patterns, yes, you can match them. At this point, you're going to start bringing in different patterned types. However, for most of the starting off, the big thing to remember is don't have the scale. Don't have the size. Make sure that those are different.

If you're going to wear an, example, a pinstriped suit, you're not going to want to wear a shirt with stripes that are similar in size, similar and proportioned to that of the suit. You could wear a pinstripe here. You could wear maybe a Bengal stripe, and you could actually wear a striped necktie.

Not going to recommend that combination. To me, that's too much in stripes. You should be bringing in dots. You should be bringing in paisley on the necktie. Maybe on the shirt, that's where you could go with a solid. You could go with a very small pattern on the shirt. To me, that's going to look better.

However, you would not be wrong if you were to go with that and the proportions were all different. The key with that is if the proportions are very similar, then what happens is it creates an optical illusion of movement in the outfit, and that's not what you want, especially if you're going to be on television. I've got that a whole separate video. If you're going to be on television, you want to go for as little pattern as possible, or bring it into just accessories and smaller pieces.

Another thing with patterns is pattern and formality. Less pattern equals more formal in general. Darker colors with a little bit of pattern in the background are going to be fine. In fact, I've seen people get away with wearing a Nailshead suit that you can just barely see the pattern in there, and they wore this to a formal engagement. They get away with it perfectly fine. I've seen a black tie at a black tie outfit actually have a very subtle pattern in it. That right there, very few people even noticed, so there are ways to bring pattern into even formal wear.

But you want to understand that more pattern, broader patterns, all of a sudden become less formal. Why? Because they become noticeable. They grab attention. They're more memorable, and in my opinion, become less versatile in your wardrobe.

If you really want to bring in patterns and bright patterns, understand that clothing will probably become the least versatile in your wardrobe, so you'll be able to not wear it very often, but if that's what you want to do and you've already got your core wardrobe built, have more fun with it.

Now, let's get into particular items. I'll talk about what patterns and when you want to bring in patterns, and is it going to be a more conservative piece that maybe you want to hold off, especially in the first few buys?

Suits. Overall, suits, we want to keep them solid. Avoid patterns until maybe you're at your fourth or fifth suit. Why? You spend a lot of money on suits. This is a big-ticket item. You want to make these as versatile as possible. That's why I'm going to recommend navy blue, solid. Charcoal gray, solid. Medium gray, solid. Light gray, solid. Blue, solid. There was no pattern in there.

Again, you're going to spend a lot of money on this, I would rather you focus in on making sure it fits you well, keep the style simple, keep the pattern nonexistent. That way, we can bring in pattern on other items.

Trousers, same thing, but this one has a different reason, usually being we don't want to attract attention, and patterns will attract attention. We don't want to attract attention to our lower body area on a man. Usually, we don't want them focused in our crotch. We want them focused in on our face. That's why you can bring in pattern up here in the shirt area, in the necktie, in the pocket square. It all leads up to the face, and that's where pattern, very similar to color, can bring the eyes and bring attention in.

Shoes. Another area where you want to be very careful with pattern. Why? You spend a lot of money on shoes. I want to make sure you've got your base versatile wardrobe.

Where you would start to bring in some pattern, maybe a saddle shoe. Maybe something, a Derby that's got a bit of a contrast in it. But understand that's going to be your 6th, 7th, 8th pair of shoes, not going to be in your core components.

Now, let's talk about a big-ticket item that you can bring pattern into: jackets. Sports jackets in particular. Navy blazer, no. You can bring it into a blazer, but it then technically becomes a sports jacket. Blazers are, for the most part, solid, unless it's a Regatta blazer, but sports jackets. This is where pattern is accepted, and you could actually make it pretty versatile. But that's assuming that the pattern is very moot.

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You want to keep it subtle. You want to keep it simple. Blues, I've got a blue sports jacket with a bit of a glencheck in it. It's a very subtle pattern, and that works. I've also got a brown

herringbone jackets. I've got a brown Nailshead jacket. All of those, the pattern is very subtle, and from a distance, it almost looks like a solid color. That's where you're your able to bring it into a big-ticket item, get a lot of mileage out of it.

Jackets. All of green, brown, blues, variations of such. Once you start to bring in too much pattern, though, especially if it grabs attention, all of a sudden, the versatility of that outfit goes down.

Coats, as well. Coats, keep them solid. Most of us are not going to own too many coats, but if you are going to own three, maybe on your third coat, that's when you could look to bring in some pattern. Otherwise, keep in charcoal gray, keep it medium gray, keep it dark blue. Black, perhaps, but I don't really like black. It can get lint and stuff on it.

Let's talk about shirts. Shirts are where you can start to bring in patterns, especially stripes, especially small, repeating patterns. That's where it's going to work out very well. Your first shirts, though, especially your first four to five, those should be solid whites and solid light blues. After that, you can bring in stripes, you can bring in again those small, repeating patterns.

Where do you bring in all these patterns? Ties. Pocket squares. These type of accessories are where I advise most men bring pattern into their wardrobe, the reason being because you're able to spend less money on these, they're interchangeable, and this is where you can bring in paisleys, mixed patterns, mixed bright colors, small, repeating patterns that actually have bright colors in them. You can bring in dots as well. Because they're a lower-priced item, you're going to be able to own more of them, interchange them throughout your wardrobe.

You could basically wear the same suit every day. There was a sports caster I read about. Wore the same suit every day for a year. Nobody really noticed, because he changed out the shirt. He changed out the tie. Yes, this happened down in Australia. But I think it just goes to show that pattern and matching it – really guys, it's about – getting back to that first part – make sure the size and scale aren't the same – but don't try to overdo it. Use it as spice, very similar to color.

Again, I do into a lot more detail in the article. Take care, guys. See you in the next video.

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