

# Finding Fashion Inspiration

[0:00:00]

Hey guys! Today, we're going to talk about finding fashion inspiration. So I'm going to give you three tips at the end of this and I'm going to give you six different areas that you should be looking at because there is a big problem out there.

Finding well-dressed men to seek as a fashion mentor, to find someone that you can be inspired by is becoming more and more difficult. It used to be magazines like Esquire were actually a beacon in the darkness. They were actually giving great, solid information that the men we look to, and we're talking even before television, in the magazines, in the newspapers, they were all well-dressed representations of what it meant to be dressed as a modern man.

Nowadays, we're seeing things all over the place and you can't watch television or movies or magazines or even look at normal people out there and be inspired. It's very difficult. There's a lot more confusion out there. That's not to say though there aren't diamonds out there in the rough that you can find and that you can be inspired by.

That's why it's so important that you've got a strong base, a strong understanding of what you should be looking for, and then from there, you can work to identify those that will inspire you because inspiration is important. Motivation, having someone that can challenge you that you can go back and forth with is I think -- well, some of the examples I'm going to give you, especially the last one, you can't really go back and forth with these people, but what you can do is look throughout history and look how they've been inspired by the way they've been dressed and how you can be inspired from that.

Let's go ahead and let's look at where can you find or where can you be inspired. First off, I'm going to say events and these can be simple events like local Chamber of Commerce. Let's say you're a local businessman. Go there. Usually, people at networking events, they're going to be dressed a bit better.

If nothing else, you're going to be inspired to dress better yourself so that you're up to par, even in small towns like here in Wausau, Wisconsin. They're going to actually wear jackets most of the time. Even though we're surrounded by farmers, people aren't going to dress like farmers going there. It's mostly going to be lawyers, doctors, not so much doctors, but medical professionals. We'll have maybe some consultants, marketers, people like that showing up. I already expect them and I've seen them dress relatively nice for the area.

Another thing, go to events, larger cities maybe that are going to have people that are going to dress up nicer. I went to a dancing event this last week and I saw men dressing actually pretty darn sharp. I saw one guy who had these very particular glasses on. On these glasses, he actually had -- they were very stylish. I can't remember the exact design, but it was a bit loud. It

was something that I was like -- wow! And then I looked at the rest of his outfit. He actually had a nice jacket on, didn't have a pocket square, but he was rocking it with a pair of jeans and a nice shirt, and I was like, that's pretty cool.

I think dancers in general, they try to pull off a bit more stylish looks, so I saw a lot of guys with hats. The dancers, that's a whole another crowd and that's not really what I -- but actually, I thought that was pretty interesting, what they were wearing and how they were looking, but I put myself in an event in which I would be inspired at. That's the number one thing I think you can do. Go to events in which you're going to be inspired by.

The next one is church. For a lot of guys, it's going to their church and looking at how people dress on Sundays. Oftentimes, these are people wearing their Sunday best. I know my neighbor, he doesn't normally dress super sharp, but when he goes to church, the guy wears a suit. He dresses up and wears a tie. His entire family, they put it altogether and that's inspiring. Where I grew up in Midland Texas, whenever I would go to the Catholic Church -- we went to Our Lady of Guadalupe in Midland Texas -- I remember just everyone put their best foot forward, so church is a great place to see people dress up and to go to be inspired.

Now, your profession, oftentimes you can go to professional events. I've kind of talked about that at the beginning, but these are going to be more if you're going to be working with or interacting with those. You could actually choose in your job perhaps to be more customer-facing.

Now, I know some of you guys maybe are consultants, so you could choose to be on site and to engage people more in a professional setting, and therefore, you get to dress more. You get to be around others and be inspired even if you're going to another city like Chicago, New York, or LA. All of a sudden, you're going to find yourself, because you're in that environment that people are dressing better, you're going to be inspired to dress better.

Now, another thing is to look at magazines. Yes, there are some good magazines. Esquire I don't think is as great as it used to be, but there's definitely some great inspiration -- I still get that -- GQ, Details, all of these magazines because I go through them to look for some inspiration, rip out pages I find useful, and then I put that to the side so I can read up and learn more about it.

History, go through your history books, look at how people used to dress. The cool thing about classic menswear is that you can take a lot of inspiration from pieces that were worn 20, 30, 50, even 100 years ago in some cases.

**[0:05:03]**

The last one -- and we're going to get into this -- this one is probably the easiest one. It's right out there, but basically movies, TV, the internet, finding people who inspire you online, going to Netflix and finding certain shows that are inspiring from "Mad Men" to "House of Cards" to all of these other shows out there, even the new "Daredevil", which is pretty cool on Netflix. Go in

there and see how Matt Murdock actually dresses and how he puts himself together, little things like that, but finding inspiration there, so inspiration, not imitation.

I'm not saying that you need to go watch "Mad Men" and dress just like Don Draper or any of the other characters on there, but I want you to be inspired by them. I want you to pay attention to those details.

We've watched hundreds of movies, but have you ever gone back and have you looked at the way Tony Stark in "Iron Man", have you ever looked at the way he dresses? Have you ever gone back and looked at the number of the shows, looked at how they put themselves together? I've already talked about a number of superhero shows. That tells you how much of a dork I am, but when it comes down to it, guys, check out the shows that inspire you and look at the costume as it pertains to you.

My friend, Ryan Masters, he actually has the whole -- if you ever watch "Spartacus: War of the Damned", he's got tons of their uniforms. He actually has these things and he wears them on his YouTube channel and it inspired him and his show. So it just goes to show there's a wide range of ways you can be inspired.

Number one, when you're out there doing this, is pick the inspiration and try to find a character that suits you and has your similar complexion. If you're a bit older but you're still in good shape, had dark hair but it's graying, look at George Clooney. If you've got a lighter colored hair, a lighter colored skin, maybe look at Brad Pitt. If you're a little bit more lighter colored skin and dark hair, look at maybe someone like Cary Grant. They don't have to be in the exact time frame. Maybe look at Denzel Washington if you've got that type of complexion.

Find someone that works for you that's kind of similar that you appreciate the way they dress and then look at how they're pulling things off. Basically go look at their old movies and look at how their style has evolved.

That takes us to point number two, is as you're doing this, start to capture the looks. You can go online. There are a lot of things that you can capture of how someone looked ten years ago, maybe what Brad Pitt's style was ten years ago.

Matthew McConaughey is interesting. I was at a UT game and he's there and I noticed the guy actually had a custom-made Texas Longhorn leather jacket. Little things like that actually is like -- wow! So he showed up with style wearing the Texas Longhorn colors, but yet he made it his own. He's the only guy wearing this leather jacket and that actually inspired me to create a -- yes, I actually have a Texas Longhorn colored jacket over there. Maybe I will wear it in one of these videos, but be inspired. Don't imitate. I didn't create a leather Longhorn jacket.

Okay. You've gone through this and now you want to recreate some of the looks. So you've captured all this, point number three, but do it on your terms. So recreate some of these looks, recreate them on your terms. I look at the movie "Bullitt", Steve McQueen. Now, I'm not

wearing the shoulder harness with the pistol, but what I am a big fan of is how he pulls off a turtleneck sweater. I actually own a number of turtlenecks. I really like the look and it's something that I've brought in and I can wear it with confidence even though many people are going to say, "Don't try to pull off a turtleneck." I like to look at it. I know it's classic and I know I can pull it off.

So guys, go out there, be inspired, and I'll see you in the next video.

**[0:08:50] End of Audio**