

TPIS-BLUEPR-Dressing-Your-Age

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Gentlemen, Antonio here. All right, let's talk about dressing your age.

When I say "dressing your age", it's not about how old you really are. It's about how do you feel. Ask yourself that question. How old do you feel?

Now ask yourself, how old does society see you as? Maybe a lot of people tell you you look younger. Maybe people tell you you look older. Understand that that goes into it.

What type of image do you want to project? Are you a 22-year-old starting your own company, and you don't want to project that you are only 22 years old?

I have a little bit more gray hair. Are you a gray-haired 50-year-old gentleman who's out there looking for a job? You don't want to deal with some of the ages and with people wondering if you're up to the technology. Then how, when you dress, is it going to send the signal that you are perceived as being younger, perceived as being older, or perceived as in some cases just simply being competent enough to your position, and age really isn't a factor?

I'm going to talk about three different groups. But again, and I throw at very general ages, but these are general states of mind. However, if you are an older man or you are a young man, understand that many times, you will be placed in this by society, and you can break out of this, but it is something that you are facing about doing that, okay?

Let's talk about the young man. Eighteen to 35 years of age, experimentation, risk, and change. A young man, you've got the most amount of freedom in terms of the risk that you can take. You can try many different styles. In fact, at this point, this is when you should be looking to imitate. Find an icon. Find some type of look that you want to go with. Look to imitate it.

What's funny is when you're looking to imitate it, you're not going to be able to exactly imitate. It may be something, I don't know, Zac Efron. It may be Justin Timberlake. There are these guys out there. It may be Jay-Z when he was a bit younger. You're looking at these guys, and you're thinking "Okay. I like the way they present themselves. I like the style that they have. That's what I want to go for. That's what I want to imitate." And go for it.

No one's going to notice. If you're a big fan of Ronaldo, and you like some of his looks, if you try to imitate those looks from the shoes to the shirt, no one's really going to notice. But what they will notice and what you will – let's pay attention to how people react.

At this point, you're experimenting. You're finding people that impress you. You should be subscribing to Esquire, GQ, checking out my blog, going over to Dan over at Articles of Style,

Aaron Marino over at I Am Alpha, and Barron over at The Effortless Gent. There's a number of teaching men's fashion. Those guys are relatively young as well. Looking at what these guys are doing, finding people that you really resonate with, and then trying to imitate. Copy.

Then from that, you're going to start to adjust off. You're going to find things that work for you, things that don't, things that you like, things that you don't like. You're also going to at this point start to practice with accessories. Most young men, this is where – for the first time, they're starting to wear a pocket square. You're having to break from the mold. Your father probably didn't wear a pocket square. You're starting to examine is a pocket watch something that I want to get into? Or am I going to go with just a regular watch, which most people my age are not wearing? Am I going to go with a smart watch? Am I going to go with one that's more classic? Wearing a jacket – is it for me, or should I stick with more casual button-downs which I accentuate with embroidery, or maybe I bring in with different style options?

All of this, you're experimenting. The thrift store is going to be your friend. Sale racks are going to be your friend. The reason being a lot of times, they're a bit more removed from the fashion trends. That's going to be the hardest part for you is that you're caught up in a lot of trends right now. Trends are something that innately we want to follow.

They've done studies on monkeys that actually randomly would get a feather behind their ear. One would put a feather behind its ear. All the other monkeys would start putting feathers behind their ear. Understand that we want to follow others. It's hard to break away. That, for you, is going to be the hard part is breaking away, but once you start to do it and you do it systematically and you test, you're going to do well.

The easiest thing that you can do at this point is also to focus in on fit. This is something where you can even wear clothing that's very similar to those around you – maybe even a uniform at work, your military uniform. But actually if it fits you better, if you pay attention to those details, you'll actually be perceived as more competent, as better looking, especially at this point in which your body is probably the best it's ever going to be.

All right, guys. I got into a lot more in the article. Go check it out. The professional man aged 25 to 50. This point, confidence, direction, and growth.

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You now have confidence. You've gone through the phase, maybe in your early 20s. You may be in your 50s, but definitely you're at a point where responsibility. You know where you're going with your company. You know where you're going with your family. You know what you stand for. You are confident enough in yourself that you're not always looking now for the approval of others. This is a big change.

What we're looking to do is raise the standard. This is where you're going to be bringing things in your wardrobe or maybe upgrading what you already had. Maybe you had a suit as a

younger man, but that suit's made from a poor material. The fit was good, but the material was really inadequate.

This is where you start to upgrade, you start to raise things up. You look at your casual wardrobe. We've talked about the fitted casual clothing, but you realize it's worth it to take my casual clothing and get it adjusted. Maybe when you were younger, "casual" meant "sloppy". Instead of you upgrade from the t-shirt to more of the casual button-down or the Henley or the Polo. You start to bring all of this into it.

Also, when you were younger, maybe you used color a bit more wild. Now you're subtly using colors. You're focused in on "Instead of just going for a bright blue, maybe I'll bring in a darker blue, and I'll play it off of what I have in my wardrobe. Since everything else that I'm wearing is very monochromatic, if I bring in just that bit of color, I can really shift the dynamic of the outfit." You start to realize that you don't need to have a big splash of color. You can start to bring in very subtle bits of color.

Also, everything is fitted to adjust you. I've talked about this with casual clothing, but it's ultra-important. You no longer necessarily have the body you had when you were 20 years old. Maybe you have kids; you're getting the dad bod. You're gaining a little bit of weight in the midsection. Here's where your clothing, it's very important that you get it adjusted.

Every year, you're trying on your suit. Maybe you don't wear it but once a year. But you don't want to go put that suit on and realize "Wow, this thing got small or something." No, you got a little bit big. Make sure you're getting all of your clothing, and you've got a system set up so that you're checking to make sure it adjusts you well.

Last one: the mature man. Forty-five plus. The mature man, you're established. You are dignified. You are also going through change. I'll talk about all this.

You are de facto in society, looked at as a leader. When I come upon a group of people and I'm looking for who's in charge, if I see an older man, I'm often going to defer to him simply because of his age. In the military, you're moved up. Oftentimes time in service and time in your particular rank, you are moved up or you are eventually kicked out.

In society, it is in many ways – that's what we still fall back on. Understand this is a good thing. You are now a leader, but this is also responsibility. Because you are a leader, because other people are looking at you, the young men are now looking to you, and it is expected that you put your best foot forward.

You're going to have a little bit less room for error, and you're going to have a little bit less room in the sense for creativity. You can still go out there and experiment, but understand, society may be a little bit more harsh.

In addition, you face the issue of ageism. Many people, especially in their 50s and 60s, are out there looking for a job, and they're dealing with the fact that they're getting hired by a 27-year-old HR manager who's wondering "Is this guy 30 years my senior? Does he even know how to use a smartphone?"

Understand that you staying up on those latest accessories – I'm a big fan of, if you're an older man looking for a job, having certain things. You know the Apple Watch? That may be something that you want to invest in for \$350-400. Why? Because when you have that and you're ahead of other people in the tech curve, it sends a very clear signal. When you're on Twitter, when you are out there, you're on Instagram, you're clearly showing that you understand not just the technology, but you're actually out there using it. You're using it to your advantage.

The issue of ageism – well, that's nothing. In fact, you have experience and you can master tech, which is a very lethal combination.

Guys, expectations. Step up as you get older. This is a really bad thing. I think it's a great position to be in.

Last thing: change. New colors. As you get older, say your hair starts to gray. Guess what? You get to bring in new colors to your wardrobe and get to play around them. Colors didn't work for you because you are a high-contrast man? Now you're a low contrast man. Guess what? You get to bring in new colors to your wardrobe and experiment.

Guys, take care. See you in the next video.

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