

TPIS-BLUEPR-Sex-Appeal

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Gentlemen, Antonio here. All right. Let's talk about style and sex appeal.

I'm going to talk about five points why this is something you want to pay attention to. Really comes down to a gentleman that well-cut clothing accentuates our natural attractiveness and masculinity.

I'm not going to cover fragrance in this video. I will in *The Science of Style* got lots of information about fragrance. We'll have an entire section that's coming soon about fragrance and the power of fragrance. But in this video, I'm going to talk more about the clothing and why it's important the signals it sends.

Number one, let's talk about how clothing – the right clothing – can exaggerate masculine traits. They did this study and they showed guys walking on a treadmill, women walking on a treadmill. Then all of a sudden, they told them that other women were watching, that other men were watching. They did this for both sexes. They changed it up. What happened?

Men started swaying their shoulders. Women started swaying their hips more when they thought other people were watching them. Didn't matter if it was men or women. Although with men, there was a slight difference, but the point is, larger shoulders on men are something that we want to accentuate, especially when we know women are looking, when other men are looking.

Why? It sends a signal of strength, our position in society, who we are. We sway them to draw attention to them. Guess what? If you had a jacket on, that makes the shoulders look even bigger. It draws the point. That nice little cut there, it actually makes you look more masculine.

That is the power of wearing the right clothing. It is it exaggerates natural male or masculine things of your body.

Let's look at your hands. Most of us, we have hands – well, all of us have hands, hopefully – a few people – but the point is, for Jaime Lannister – and you know what I'm talking about. Game of Thrones. You only have one now. But the point is that hands signal being able to grab on to something.

Literally in primates, strong, big hands are shown as something that's selected for, because it means that you can hold on to a tree, that you can smash, that you hit. That's something, if you're wearing a sports jacket, that fits you well. It's going to make your hands look larger.

A sports jacket, one of my favorite examples, is going to make your shoulders look better. It's going to slim up your waist. We'll take in a second why that's important. It's going to build up your chest. A large, strong, broad chest basically is a signal of strength. It shows a healthy dose of testosterone.

We're also going to look at wearing the right clothing, especially when you wear the right collar size. This could also build up your Adam's apple. It can bring attention to your Adam's apple. We're not going to get in too much on facial hair, but actually having a more cut chin and facial hair can help you do that. All of a sudden, you're going to appear more masculine.

I've got relatively small arms. However, I wear long-sleeved shirts most of the time, even in the hot weather, because I can roll them up. What does that do? Instead of it showing off my 14-inch, 15-inch diameter here guns which are not that big, I face the reality, guys.

The point is, I wear clothing that makes me look good. That's what you want to do. Makes you look attractive not only to women but also your fellow peers, other men. Why? Because you want people to want to do business with you. You want people to want to interact with you. They want to hang out with people who are healthy, who can have their back in a fight.

Point number two, size and proportion ratios. I sort of talked about waist. Why is a trim waist important? Because there are certain ratios that we look for in what's perceived to be human attractiveness.

Let's go ahead and let's look at women. It's going to be we like large hips in women. Why? It means they can have children, and they're going to survive having multiple children.

When it comes to men, we're looking almost for the exact opposite. We're looking for trimmer hips, trimmer waist, and shoulders that are larger. Whenever we see the midsection is larger than the shoulders, instantly, that's saying "Be careful of this person. They're going to slow you down."

It's not politically correct. That's why I don't put out a lot of this stuff on YouTube. I'm really selective about sharing this. You can go read the studies – support a lot of this over in *The Science of Style*, but we're looking for certain proportions, certain things. That's why you wear that clothing.

I've talked about in the proportion, I've talked about the golden ratio and the rule of thirds. You want to go check that stuff out as well.

Also, height. The right clothing can make you look taller. I support this over at *The Science of Style* with certain articles. But taller men are perceived as better leaders, more confident, perceived as stronger and more attractive.

Let's go on to point number three: wealth. Many of you guys know that clothing does signal wealth. But it's not just the brands. It's also the build, the fit, and the understanding of clothing.

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Let's go over and let's look over in Russia, in Ukraine. That part of the world, China, actually, the brands are very important. People wear them out front. They want everyone to see what kind of a car they're driving, what type of clothing they have. All of that sends out a signal.

But there are little things: the innate understanding of how things go together, of having a great outfit. That actually can signal what level class you're at. Usually, people in lower classes, they don't have the best etiquette. They don't have the best manners. That is something that people can instantly pick up on. They can recognize when someone is faking it, wearing a costume, versus someone that has the whole package put together.

Understand that wealth and clothing isn't just about wearing the right brands. It's about actually having that clothing fit to adjust you. It's about wearing it in a way that doesn't scream attention but subtly says "Hey, this is a \$2,000 jacket. I don't have to have a big brand on it, but the fact that I'm wearing this jacket, that it fits me well, and that you can clearly tell it's custom, because one of the buttons is left undone" -- those small things, you're wearing it with a pocket square, the roll of the lapel -- all of those things are picked up by the right people, especially other people that are wealthy and pay attention.

Small things like accessories, shoes, that's where actually upping the quality is important. Between a \$50 pair of shoes and a \$500 pair of shoes, you will be able to tell. If you buy expensive shoes, you'll be able to spot this. There's little details here and there that the \$50 pair of shoes just can't compete with.

A Rolex watch, some of the other higher-end ones out there, when you see that stuff, people are instantly in tune. "Okay, he doesn't have to say it, but I understand he has money to spend."

Four: treatment by others. This is where you actually when you are in a group, the way others treat you. When you dress well, people call you "sir". You're allowed into a restaurant early. You are not questioned. You actually are believed. They've even shown that men that wear suits when they jaywalk, three times as many people follow them.

Point number five: inner confidence. This one, when you wear the right clothing, you feel better about yourself. When you have people complimenting you, you build up that confidence. When you feel sexy, when you feel attractive, in many ways, people can feel that. It comes off. It's that inner confidence which is going to really make you very attractive.

Guys, go read the article. More info over there. I'll see you in the next video.

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