

CHAPTER 02 • SNAPSHOT

Your Style Snapshot

Everything about you, on one page

Ryan, your strongest lane is deep, grounded color with clean definition. Build around expressive brown eyes, textured hair, and a refined rugged classic core.

**Face Shape**
Oval · secondary Oblong

**Season**
Deep Autumn

**Best Metal**
Antique gold

**Contrast**
Medium-high

**Eyes**
Warm medium-brown almond eyes become your immediate focal point.
Effect: Use petrol, teal, and aubergine collars to intensify warmth.
Avoid: Icy blue near eyes; it dulls their natural richness.

**Forehead**
Medium-wide, softly rounded forehead balances your longer oval proportions.
Effect: Keep wavy texture 5–7 cm / 2–2.75 in on top.
Avoid: Tall pompadours; they over-lengthen the oblong secondary shape.

**Cheeks**
Moderately defined cheekbones create the face's widest visual point.
Effect: Choose softly structured collars and medium-width lapels.
Tip: Keep side volume controlled around 2–3 cm / 0.75–1.25 in.

**Jaw & Beard**
A gently tapered jaw gains authority from your natural stubble.
Effect: Edge cheeks and neckline cleanly; preserve fuller moustache and chin.
Upkeep: Use a #2–3 guard weekly; neckline one finger above Adam's apple.

**Face Shape**
Balanced oval proportions with a subtly longer oblong direction.
Shape: Oval
Best for: Textured side part, spread collar, medium lapel, rounded-square frames.

**STYLE ANCHOR**
Ryan
Refined Rugged Classic
Polished, grounded essentials with relaxed texture and confident depth. Think tailored foundations, earthy richness, and intentional casual finish.

1 classic

2 preppy

3 refined

**Your Visual Strengths**
Lead with the elements already giving your face definition and warmth.

**Expressive eyes**
Deep teal and petrol sharpen warm brown eye color.

**Strong brows**
Full softly angled brows frame your face naturally.

**Defined stubble**
Short stubble reinforces the tapered jawline.

**Main Styling Focus**
Three precise upgrades move casual basics toward professional, date-ready polish.

1 **Color swap**
Replace light gray tees with forest green or deep teal.

2 **Beard edge**
Clean cheeks and neckline weekly with a #2–3 guard.

3 **Wave control**
Work matte paste through damp hair for one minute.

**STYLE SCORE**
A few high-impact refinements create a visibly more intentional first impression.

7.2 → 8.7

Today 7.2 ————— Potential 8.7

Biggest mover:
Deep teal tops plus a crisp beard outline deliver the fastest upgrade.

**BEST COLOR DIRECTION**
Deep Autumn depth amplifies your warm eyes without overpowering olive skin.

Season
Deep Autumn

Undertone
Neutral-warm olive

Why it works:
Dark brown hair and medium-deep coloring hold rich, muted shades. Neutral warmth allows selective Deep Winter borrowing in darker pieces.

Contrast
Medium-high · defined, not stark

**Best Near Your Face**
These eight shades echo your depth, muted chroma, and olive warmth.

**Deep Teal**
#0B5D5E

**Forest Green**
#1F4D36

**Petrol Blue**
#1D4B5A

**Aubergine**
#4B2C3D

**Burnt Sienna**
#A84F2A

**Ox Blood**
#5A2024

**Muted Mustard**
#B2B732

**Dark Olive**
#4A5427

**Go-To Neutrals**
Use these as your dependable tailoring, denim, knitwear, and shoe base.

**Avoid Near Face**
Light, cool, or electric shades interrupt your naturally deep muted harmony.

**Espresso**
#2C2018

**Warm Charcoal**
#3D3E38

**Deep Navy**
#202E3D

**Mushroom Taupe**
#B07467

**Icy Blue**
#B9DCE5

**Optic White**
#FFFFFF

**Neon Lime**
#B7F000

**Pale Cool Lavender**
#C9BEDC

They flatten depth, sharpen contrast, or make olive skin appear uneven.

**Most Flattering Metals**
Muted finishes complement your balanced gold-and-silver coloring.

**Antique Gold**
Best for: watch hardware, rings, belt buckles

**Brushed Silver**
Best for: watch case, chain, eyewear details

**Gunmetal**
Best for: evening hardware, darker leather accessories

Choose brushed or antiqued finishes; avoid mirror-bright yellow gold.

**Your Style DNA**
Your markers favor rich warmth, depth, definition, and considered structure.

Warmth
Cool ————— Neutral ————— Warm
62 / 100 · warm-leaning

Depth
Light ————— Medium ————— Deep
82 / 100 · deep

Softness
Soft ————— Balanced ————— Bright
58 / 100 · balanced-muted

Contrast
Low ————— Medium ————— High
69 / 100 · medium-high

Structure
Relaxed ————— Balanced ————— Tailored
66 / 100 · tailored-leaning

**Avoid This**
These choices work against your coloring, proportions, or refined goal.

**Stark white**
Optic White #FFFFFF creates contrast sharper than your complexion.

**Excess height**
High quiffs exaggerate your longer face direction.

**Unfinished stubble**
Soft edges blur an otherwise naturally defined jaw.

**Photo Note**
Use window light angled 45° from the front; hold camera slightly above eye level. Turn your face 10° off-center to show cheekbone definition and textured hair.

Confidence: 76%

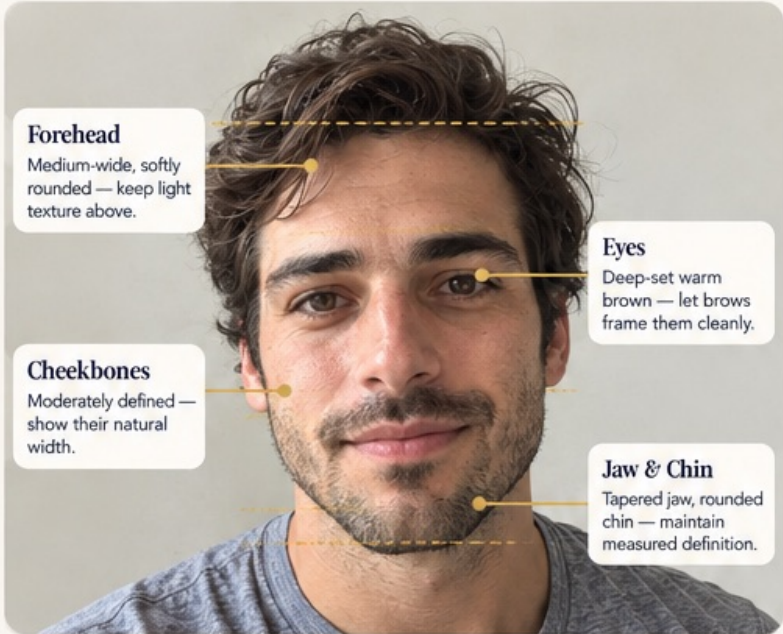
+ CHAPTER 04 • PROPORTIONS

Face Shape Analysis

Balanced oval proportions, subtly lengthened through the chin

This is a photo-based read of visible proportions, not a clinical measurement. Ryan's textured hair and natural expression can shift the apparent outline.

- Oval face shape
- Cheekbones widest
- Gently tapered jaw



YOUR FACE SHAPE

Your balanced outline supports structure without needing visual correction.

78%

Confidence

OVAL

Oblong

! Hair volume can shorten the forehead visually.

! Camera angle may elongate the chin and lower face.

Proportion Observations

The read is longer-than-wide, with even features and gentle angles.

01 Length vs width

Noticeably longer than wide; still balanced overall.

Ratio: About 1.4 : 1

02 Forehead

Medium-wide and rounded beneath thick, textured dark hair.

Effect: Softens upper third

03 Cheekbones

Moderately defined and the widest visible facial point.

Effect: Natural focal width

04 Jaw & angle

Defined, gently tapered, never square or sharply angular.

Effect: Refined lower frame

05 Chin

Rounded, proportionate and subtly elongated at the center.

Effect: Adds vertical line

Length : Width

1.4 : 1

Balanced vertical emphasis

Widest Point

Cheekbones

Center-led visual width

Jaw Angle

Soft, tapered

Defined not square

What It Means For Your Styling

Use controlled width and texture to honor oval balance, not lengthen it.

Hair & Framing

Keep your thick waves intentional at the sides and crown.

✓ Ask for 6–8 cm / 2.5–3 in textured top.

✓ Keep sides 2–3 cm / 0.75–1.25 in scissor-cut.

✓ Use a soft side part, slightly off-center.

✓ Shape waves with matte paste, pea-size amount.

✗ High quiffs; extra crown height lengthens the oblong influence.

Glasses

Frames should echo your brow strength and cheekbone width.

✓ Choose 48–51 mm softly squared acetate frames.

✓ Try dark tortoise, Espresso #2C201B, or gunmetal.

✓ Set the top rim near the brow line.

✓ Use medium-depth lenses, 38–42 mm tall.

✗ Narrow rectangular frames; they exaggerate facial length.

Neck & Collar

Moderate horizontal detail steadies the longer vertical line.

✓ Wear spread collars with 7–8 cm points.

✓ Choose crew necks in Deep Teal #0B5D5E.

✓ Use open overshirt collars in Forest Green #1F4D36.

✓ Select medium knot ties, 7–8 cm wide.

✗ Very deep V-necks; they pull the eye downward.

Beard & Facial Hair

Your existing stubble can reinforce the tapered jaw precisely.

✓ Keep stubble at 3–4 mm using guard #1.5.

✓ Fade cheeks softly below the cheekbone apex.

✓ Set neckline two fingers above Adam's apple.

✓ Keep moustache and chin equal, not chin-heavy.

✗ Long pointed goatees; they overextend the chin.

Grooming

Matte definition supports your Refined Rugged Classic direction.

✓ Brush full brows upward with clear brow gel.

✓ Use niacinamide 5% on oily areas nightly.

✓ Apply SPF 30+ with a natural matte finish.

✓ Use warm charcoal #3D3E3B near the face.

✗ Dewy shine; it broadens texture in photographs.

✓

 Best Framing For You

Four controlled shapes that preserve cheekbone width and eye focus.

Soft side part Textured crop Forward fringe Low-volume sweep

GOAL: Keep width near cheekbones while containing crown height.

✗

 Use Less

These versions add unnecessary length or make the jaw appear narrower.

Tall quiff Hard center part Skin-tight sides Pointed goatee

WHY: Vertical height and pointed chin emphasis overstate the oblong secondary influence.

Hair & Beard Direction

Structure waves, sharpen the jaw, keep warmth

Your oval-oblong face suits controlled height and softly tapered sides.
Current thick, tousled dark-brown waves already bring approachable character.
Even stubble frames the jaw; refine its edges, not its density.

✂

ARCHETYPE

Refined Rugged Classic

STYLE SCORE TODAY

7.2 / 10

WITH YOUR PLAN

8.7 / 10

MAIN OPPORTUNITY

Control crown volume; define beard perimeter

KEY INSIGHT

Keep wave texture through the top, not the temples.
A low taper preserves your balanced cheekbones and expressive eyes.

✂

Haircut Try-On

Six controlled options, moving from familiar ease to sharper presence.

All try-on • same angle and light



01

Soft Taper Crop

Low-maintenance texture with a compact, professional outline.

SIDES: #4, low taper | TOP: 5 cm / 2 in

BEST FOR: Easy weekdays, first dates

UPKEEP: 2/5



02

Classic Scissor Cut

Natural wave stays visible while side bulk sits close.

SIDES: #5, soft taper | TOP: 7 cm / 2.75 in

BEST FOR: Professional, relaxed polish

UPKEEP: 2/5



03

Textured Ivy

A side sweep emphasizes brows without adding facial length.

SIDES: #3, low taper | TOP: 6 cm / 2.4 in

BEST FOR: Client meetings, dinner

UPKEEP: 3/5



04

Wavy Side Part

Defined waves create deliberate shape without stiffness or shine.

SIDES: #3, temple taper | TOP: 8 cm / 3.1 in

BEST FOR: Dating, smart casual

UPKEEP: 3/5



05

Low Taper Quiff

Lift is concentrated forward, balancing the longer face proportion.

SIDES: #2, low taper | TOP: 9 cm / 3.5 in

BEST FOR: Profesntations, evenings

UPKEEP: 4/5



06

Boldest

Textured Pompadour

Bolder elevation reads tailored when the sides remain restrained.

SIDES: #1.5, low fade | TOP: 10 cm / 4 in

BEST FOR: Events, confident dating

UPKEEP: 5/5

🧔

Facial Hair Try-On

Jaw definition improves most through precise length and a clean neckline.



Clean Shaven

Jaw effect:
Shows your naturally tapered jaw and rounded chin.

Balance:
Makes oval-oblong length more visible.

Best with: cut 01



Short Stubble

Jaw effect:
Adds shadow beneath the cheekbones without widening the face.

Balance:
Keeps brows and warm brown eyes central.

Best with: cut 03



Shaped Beard

Jaw effect:
Builds a firmer lower outline and controlled chin definition.

Balance:
Keep chin no longer than 6 mm.

Best with: cut 04

✓

Daily Styling Checklist

Five fast moves for defined waves without oily-looking shine.

- 01

Start Damp

Towel-dry to 70%

Reduce frizz before heat
- 02

Add Primer

Two sprays sea-salt mist

Give thick waves grip
- 03

Rough-Dry

Medium heat, low airflow

Lift roots, direct left
- 04

Shape

Pea-size matte clay

Pinch wave ends apart
- 05

Set

Cool-shot for 10 seconds

Hold without gloss

📏

Best Length

Keep proportion through controlled temple width and flexible top texture.

- ✓

Best option: Textured Ivy

Length: 6 cm / 2.4 in top; #3 sides

Why: Frames full brows while avoiding extra vertical height.
- ★

Next boldest: Low Taper Quiff

Length: 9 cm / 3.5 in top; #2 sides

Why: Use forward lift, never a tall crown.

✗

Avoid

These details fight your oblong proportion or dense wavy texture.

- ✗

High Skin Fade

Exposes too much length at temples.
- ✗

Wet Gel

Gloss makes dense waves look oily.
- ✗

Long Chin Beard

Further elongates the rounded chin.
- ✗

Blunt Fringe

Hides your strong brows and expressive eyes.

✂

BARBER SCRIPT

Keep a low #3 taper, not a high fade. Leave 6 cm textured length on top with a soft left part. Clean the natural neckline; shape beard to 4 mm, cheek line soft, chin no longer.

📅 Cut every 4–5 weeks

🧴 Use water-based matte clay

🪄 Trim beard weekly; reset neckline twice weekly

CHAPTER 06 • GROOMING

Grooming Direction

Sharp, clean, never overdone

Build definition around your expressive eyes, full brows, and gently tapered jaw. Keep texture matte and controlled for a Refined Rugged Classic finish.

- Skin type: oily-leaning
- Beard: short sculpted stubble
- Finish: natural matte

3 Grooming Levels

Three calibrated finishes for professional days, dates, and polished evenings.

01 Everyday Defined

Relaxed, clean, tactile



- SKIN FINISH:**
Gel cleanser; niacinamide 5% gel moisturizer.
- BROWS:**
Brush upward with clear brow gel; keep natural density.
- BEARD LINE:**
Keep 3–4 mm stubble; clean neckline two fingers above Adam's apple.
- HAIR PRODUCT:**
Pea-size matte clay; scrunch into damp waves, air-dry.
- LIPS & HANDS:**
SPF 30 lip balm; fragrance-free hand cream.

02 Work Polish

Controlled, credible, calm



- SKIN FINISH:**
Salicylic acid 0.5% cleanser; lightweight moisturizer.
- BROWS:**
Trim only long outliers; comb softly toward temples.
- BEARD LINE:**
Set 4 mm beard; square-soften sideburn transition.
- HAIR PRODUCT:**
Matte paste; direct 5–7 cm front upward and back.
- LIPS & HANDS:**
Clear balm; non-greasy hand lotion before meetings.

03 Event Finish

Deep, refined, intentional



- SKIN FINISH:**
Oil-control primer on T-zone; sheer skin tint #807467.
- BROWS:**
Clear gel through arches; preserve softly angled shape.
- BEARD LINE:**
Taper cheeks naturally; detail moustache edge with precision trimmer.
- HAIR PRODUCT:**
Matte cream plus diffuser; define waves without shine.
- LIPS & HANDS:**
Clear balm; nuticle oil, then wipe excess.

Your Product Guide

Mid-tier essentials that control oil while preserving comfortable, believable skin.

Cleanser



Salicylic acid 0.5% gel • zinc PCA foam • gentle cream-gel



Moisturizer



Niacinamide 5% gel • ceramide lotion • oil-free fluid



SPF



SPF 30+ fluid • mineral SPF 30+ invisible gel SPF 50



Hair Product



Matte clay • water-based paste • curl-defining cream



Beard Care



3–4 mm trimmer • clear beard serum • precision razor



Brow & Beard Shaping

Preserve your strong natural frame; refine edges, never redraw them.



Recommended

Softly angled brow + 3–4 mm boxed stubble

SHAPE: Leave brow bulk intact; remove only bridge and stray lower-tail hairs.

BEARD: Follow natural cheek density; taper sideburns into medium-length textured hair.

ALTERNATIVES (OPTIONAL)

- 2 mm stubble for sharper jaw definition
- 5 mm beard for colder-season texture
- Clean shave for formal black-tie settings

Quick Routine (5 Minutes)

A repeatable sequence for oil control, wave definition, and clean edges.

- 01

Cleanse

Salicylic acid 0.5% gel

45 seconds
- 02

Moisturize

Niacinamide 5% gel moisturizer

20 seconds
- 03

Protect

SPF 30+ invisible fluid

30 seconds
- 04

Define Hair

Pea-size matte paste

60 seconds
- 05

Check Lines

Comb brows; inspect cheeks and neckline

45 seconds

Avoid

Skip these moves; each one fights your texture, depth, or olive undertone.

- ✗

Wet-Look Pomade

High shine makes dense waves look greasy.
- ✗

Over-Trimmed Brows

Removes the strong frame around expressive eyes.
- ✗

Hard Beard Corners

Looks severe against your oval-oblong proportions.
- ✗

Icy Blue Tint #B9DCE5

Cool lightness can flatten your deeper coloring.

+ CHAPTER 07 • SKIN

Skincare Guide

Clearer texture, controlled shine, stronger daily protection

Ryan, this plan supports oily-leaning skin without stripping its olive-toned balance. The aim is calm, even-looking skin that keeps your expressive eyes in focus. Use lightweight layers, consistent sunscreen, and measured actives through four seasons.



Morning Routine

Five light layers; wait 30 seconds between each application.

	→		→		→		→	
1 Cleanse Low-foam gel cleanser		2 Hydrate Glycerin and panthenol serum		3 Treat Niacinamide 5% serum		4 Moisturize Ceramide gel-cream		5 Sunscreen Broad-spectrum SPF 30+
USE: Lukewarm water, 30-second massage		USE: Two pumps on damp skin		WHY: Helps oil balance and visible pores		BEST FOR: Seasonal barrier support		AMOUNT: Two finger lengths for face
AVOID: Squeaky-clean finish		FINISH: Weightless, non-sticky		AMOUNT: Two to three drops		FINISH: Satin-matte		FINISH: Oil-control fluid



Night Routine

Repair overnight; introduce only one active change at once.

	→		→		→		→	
1 Remove SPF & Makeup Cleansing oil or balm		2 Cleanse Low-foam gel cleanser		3 Hydrate Glycerin, panthenol, beta-glucan		4 Treat Retinol 0.2% or salicylic acid 2%		5 Moisturize Ceramide gel-cream
USE: Dry hands, then emulsify		USE: One gentle 30-second cleanse		USE: Apply before treatment		FREQUENCY: Two nights weekly, not together		USE: One nickel-size amount
WHY: Lifts sunscreen thoroughly		AVOID: Scrub particles		GOAL: Reduce tightness		AVOID: Irritated or freshly shaved skin		SWAP: Richer cream during winter



Personal Insight

Read the skin with your face shape and grooming in mind.



Natural Definition

Oval-oblong proportions stay strongest with clean, calm skin.

FEATURE: Strong brows and warm brown eyes

KEEP: Brows brushed; stubble edges precise



Shine Placement

Control the T-zone without flattening healthy cheek dimension.

FINISH: Matte-soft, never powdery

AVOID: Alcohol-heavy stripping toners



Texture Strategy

Gentle exfoliation suits a refined rugged classic routine.

PRIORITY: Pores, uneven feel, post-shave comfort

CLIMATE: Adjust moisturizer across four seasons



Recommended Ingredients

Build the routine around proven, compatible formulas rather than trends.

 Niacinamide 5% Balances visible oiliness. BEST FOR: Morning or night	 Salicylic Acid 2% Clears congested-looking pores. BEST FOR: Two nights weekly	 Retinol 0.2% Refines texture gradually. BEST FOR: Alternate nights	 Ceramides Reinforce barrier lipids. BEST FOR: Daily moisturizer
 Glycerin Draws water into skin. BEST FOR: Damp-skin hydration	 Panthenol 2% Soothes post-shave discomfort. BEST FOR: Hydrating serum	 Azelaic Acid 10% Improves uneven-looking tone. BEST FOR: Sensitive active alternative	 Zinc Oxide Provides mineral UV protection. BEST FOR: SPF 30+ daily

Patch test first; add one active at a time for two weeks.



Small Habits, Big Impact

Small environmental choices keep your routine working harder.



Water

Sip steadily through the day.

GOAL: Pale-yellow urine

AVOID: Relying on caffeine



Sleep

Protect seven to nine hours.

WHY: Supports barrier recovery

TIP: Charge phone outside bedroom



Food

Prioritize protein, produce, omega-3s.

WATCH: High-glycemic snacking habits

GOAL: Stable energy



Stress

Use a ten-minute daily walk.

WHY: Reduces face-touching habits

SCRIPT: I am taking ten minutes outside.



Sun

Reapply SPF outdoors every two hours.

BEST FOR: All four seasons

AVOID: Cloudy-day skipping



Pillowcase & Hands

Change pillowcase twice weekly.

RULE: Hands off your face

CLEAN: Phone screen daily



YOUR SKIN DIRECTION:

Oily-leaning & Texture-conscious

Shine control matters, but aggressive cleansing can trigger rebound oiliness. Keep finishes invisible and matte-soft for professional and dating settings.

- ✓ **FOCUS:** Clear pores, smooth texture, protect olive-toned skin
- ✓ **GOAL:** Balanced sheen and visibly more even-looking skin
- ✓ **KEYWORDS:** gel, niacinamide, BHA, retinoid, SPF 30+



Better To Avoid

These habits often worsen shine, texture, or irritation.

	Harsh Scrubs Micro-tears can inflame texture.	SWAP: Salicylic acid 2%
	Astringent Toners Stripping can rebound oil.	SWAP: Panthenol serum
	Fragrant Oils May irritate reactive skin.	SWAP: Fragrance-free gel
	Daily Retinol Overuse compromises the barrier.	SWAP: Two weekly nights
	Layered Acids Increases irritation risk.	SWAP: One active only
	Skipping SPF UV worsens uneven-looking tone.	SWAP: SPF 30+ fluid
	Picking Blemishes Raises mark and infection risk.	SWAP: Hydrocolloid patch



Consistency is key:

Results come from repetition, not a crowded cabinet.

Follow the core routine for eight weeks before judging texture.

Tip: Set sunscreen beside your toothbrush; apply before leaving home.



Weekly Rhythm

Keep active nights spaced for smoother, calmer progress.

M	T	W	T	F	S	S
●	●	●	●	●	●	●

● exfoliant: Tue & Fri; retinol replaces exfoliant once weekly.



DISCLAIMER: General grooming guidance, not medical advice or a diagnosis. See a dermatologist for persistent acne, itching, painful lesions, or changing marks.

◆ CHAPTER 08 • NEAR YOUR FACE

Glasses & Accessories

Defined details for expressive eyes and polished depth

Your oval-oblong proportions welcome structure without heavy visual weight. Choose warm, deep finishes that sharpen brows and support olive warmth.

○ Face shape: Oval / Oblong 🕶 Best frame: Soft square acetate 💎 Best metal: Antique gold



YOUR STYLE KEY

Refined Rugged Classic details, scaled to your longer balanced proportions.

Season: Deep Autumn — deep, warm, quietly muted finishes.

Face shape: Oval with an oblong lean; add measured width.

Focus: Frame warm brown eyes; never hide full, angled brows.



Most Flattering Frames

Five proportions that add width, structure, and approachable professional polish.

Choose frames wider than cheekbones, with lenses 38–44 mm high.

01

Soft Square

Balanced acetate with softened corners.



WIDTH: 142–146 mm overall
LENS: 52–54 mm wide

WHY IT WORKS: Adds lateral balance without fighting the tapered jaw.

02

Browline

A defined upper edge echoes strong brows.



WIDTH: 140–144 mm overall
LENS: 40–43 mm high

WHY IT WORKS: Draws attention upward to warm brown eyes.

03

Keyhole Panto

Rounded geometry, not overly circular.



WIDTH: 138–142 mm overall
BRIDGE: 19–21 mm keyhole

WHY IT WORKS: Softens facial length while preserving classic authority.

04

Navigator

A restrained double-bar option for meetings.



WIDTH: 142–146 mm overall
LENS: 43–45 mm high

WHY IT WORKS: The horizontal bar visually shortens an oblong impression.

05

Wayfarer

Textured classic with confident, everyday presence.



WIDTH: 144–148 mm overall
TEMPLE: 145 mm

WHY IT WORKS: Broad shoulders and softened angles suit thick wavy hair.



Avoid These Shapes

Skip extremes that lengthen, narrow, or overpower your naturally balanced face.

A

Tiny Round

Small lenses leave too much vertical face exposed.



AVOID: Lens widths under 48 mm
REASON: Makes the face appear longer and brows heavier.

B

Narrow Rectangle

A low lens height creates a compressed eye area.



AVOID: Lens height below 35 mm
REASON: Emphasizes length instead of adding balanced width.

C

Oversized Aviator

Tall teardrop lenses overwhelm eye and brow definition.



AVOID: Lenses taller than 48 mm
REASON: Drops visual focus below your expressive eyes.



Without Glasses?

Use grooming and sunwear to keep the eye area equally intentional.



- ✓ Keep brow tails brushed upward with clear grooming gel.
- ✓ Edge stubble at cheeks and neckline every three days.
- ✓ Use matte paste; separate waves away from forehead center.
- ✓ Choose 50–52 mm sunglasses with medium-dark lenses.

💡 **TIP:** Say: "I need 142 mm width and lenses at least 40 mm high."



Watches That Suit You

Medium-scale hardware grounds relaxed texture without looking overbuilt.

Field Watch



DIAL: Warm Charcoal #3D3E3B

WHY IT WORKS: Rugged clarity matches your polished, grounded archetype.

Dress Chronograph



DIAL: Deep Navy #20E3D

WHY IT WORKS: Adds professional depth for dates and presentations.

Diver Watch



DIAL: Petrol Blue #1D4B5A

WHY IT WORKS: Strong contrast, softened by a muted blue-green dial.



Belts & Shoes Pairing

Leather family first; hardware can mix within muted metals.

Espresso Pair



PAIRING: Best with deep navy tailoring and aubergine knitwear.

Ox Blood Pair



PAIRING: Best with forest green trousers and mushroom taupe coats.



Best Metals

Muted shine supports neutral-warm olive skin and medium-high contrast.



Antique Gold
Warm, aged finish brightens olive warmth without yellow glare.



Brushed Silver
Low-shine neutrality suits Deep Winter borrowed navy and petrol.



Gunmetal
Deep hardware repeats dark hair and stubble definition.

Use Less:



Mirror Chrome
Too icy and reflective beside medium-muted coloring.



Bright Rose Gold
Too pink-bright against neutral-warm olive skin.

Frame Fit:

WIDTH: Frame edges should meet, not exceed, your cheekbone width.

BRIDGE: 19–21 mm prevents pinching; pads sit evenly on nose.

TOP LINE: Follow brows with a 3–5 mm gap, never cover them.



Bracelets & Rings: Scale & Style

Keep jewelry substantial enough for your hair density, never flashy.

Leather Cuff



SCALE: 12 mm wide

BEST FOR: Weekend denim, field watch, casual dates

AVOID: Stacking with another wide bracelet.

Signet Ring



SCALE: 8 mm face

BEST FOR: Index or pinky; tailored dinners

AVOID: High-polish oversized crests.



Do's & Don'ts Summary

Use deliberate width, matte finish, and deep color near the face.

- ✓ Choose 140–148 mm frames for balanced horizontal presence.
- ✓ Wear Espresso #2C201B or Dark Olive #4A5427 acetate.
- ✓ Use antique gold, brushed silver, or gunmetal hardware.
- ✓ Keep lenses 38–44 mm high for proportional coverage.
- ✓ Coordinate belt leather precisely with shoe leather.
- ✗ Buy icy blue #B9DCE5 frames; they flatten deeper coloring.
- ✗ Choose optic white #FFFFFF temples; contrast turns too stark.
- ✗ Wear neon lime #B7F00D accents near the face.
- ✗ Let temples squeeze; pressure marks mean width is wrong.
- ✗ Pair shiny chrome with every outfit, it disrupts muted depth.



STYLIST'S NOTE Ryan, a wide soft-square in Espresso #2C201B is your fastest upgrade for work and dates.

Everyday Looks

4 relaxed looks that still look intentional

Ryan, build around deep color, textured layers, and grounded leather. These outfits sharpen your expressive eyes without fighting your relaxed, wavy hair.

Season: Deep Autumn

Go-to silhouette: relaxed tapered

Go-to shoe: dark brown suede boot

YOUR SEASON:
Deep Autumn

Deep, earthy contrast mirrors your olive warmth and medium-deep coloring.

Direction: Choose muted richness over pale, icy brightness.

Focus: Frame warm brown eyes with forest, teal, petrol, and ox blood.

#0B5D5E

#1F4D36

#A84F2A

#5A2024

#2C201B

#202E3D



01 Teal Field Jacket

Weekend polish with rugged texture.

BEST FOR:
coffee dates, errands, casual dinners

KEY ITEMS:

- Field jacket — Dark Olive #4A5427
- Crewneck tee — Deep Teal #0B5D5E
- Tapered chinos — Mushroom Taupe #807467
- Suede chukka boots — Espresso #2C201B
- Web belt — Warm Charcoal #3D3E3B
- Canvas watch strap — Forest Green #1F4D36

KEY COLORS:

#4A5427

#0B5D5E

#807467

#2C201B

#3D3E3B

WHY IT WORKS:
Olive and teal deepen your eyes; suede keeps the mood refined-rugged.

FIT & SILHOUETTE:
Hip-length jacket; tee skims torso; chinos taper from 34 cm to 18 cm.

DRESS IT UP:
Swap chukkas for espresso penny loafers.



02 Petrol Knit Day

Soft structure for creative workdays.

BEST FOR:
office days, lunch meetings, museums

KEY ITEMS:

- Merino polo — Petrol Blue #1D4B5A
- Overshirt — Warm Charcoal #3D3E3B
- Five-pocket trousers — Deep Navy #202E3D
- Derby shoes — Espresso #2C201B
- Socks — Burnt Sienna #A84F2A
- Watch — brushed silver 38 mm

KEY COLORS:

#1D4B5A

#3D3E3B

#202E3D

#2C201B

#A84F2A

WHY IT WORKS:
Petrol gives depth near your face without the harshness of black.

FIT & SILHOUETTE:
Polo ends at mid-fly; overshirt sits cleanly across broadest cheek-line balance.

DRESS IT UP:
Swap overshirt for a deep navy unstructured blazer.



03 Sienna Oxford Ease

Preppy warmth for approachable dates.

BEST FOR:
first dates, brunch, family plans

KEY ITEMS:

- Oxford shirt — Burnt Sienna #A84F2A
- Cotton knit — Muted Mustard #B28732
- Straight jeans — Deep Navy #202E3D
- Leather sneakers — Espresso #2C201B
- Belt — Ox Blood #5A2024
- Signet ring — antique gold

KEY COLORS:

#A84F2A

#B28732

#202E3D

#2C201B

#5A2024

WHY IT WORKS:
Sienna amplifies your warm olive cast and makes brown eyes look clearer.

FIT & SILHOUETTE:
Shirt collar stays open; 30 cm jean thigh eases to 19 cm hem.

DRESS IT UP:
Swap sneakers for ox blood loafers.



04 Aubergine Layering

Cool-weather depth without stiffness.

BEST FOR:
weekend walks, pub dinners, travel

KEY ITEMS:

- Waffle henley — Aubergine #4B2C3D
- Wool overshirt — Forest Green #1F4D36
- Corduroy trousers — Mushroom Taupe #807467
- Chelsea boots — Ox Blood #5A2024
- Wool socks — Warm Charcoal #3D3E3B
- Beanie — Deep Teal #0B5D5E

KEY COLORS:

#4B2C3D

#1F4D36

#807467

#5A2024

#0B5D5E

WHY IT WORKS:
Aubergine brings sophisticated contrast while forest green anchors your rugged classic DNA.

FIT & SILHOUETTE:
Overshirt reaches upper thigh; cords sit mid-rise with a clean 18 cm opening.

DRESS IT UP:
Swap the henley for a petrol merino mock neck.

Everyday Secrets

Five small controls make relaxed outfits read professionally finished.

- Neckline: Choose open collars or crewnecks; they frame full brows cleanly.
- Hair: Work matte paste through damp waves; avoid glossy, crunchy gel.
- Stubble: Edge cheeks and neckline every three days for jaw definition.
- Leather: Match belt and shoe families; espresso with espresso, ox blood with ox blood.
- Avoid: Optic White #FFFFFF; its stark contrast overwhelms your muted olive complexion.

Go-To Color Pairings

Use one rich color, one deep neutral, and one earthy connector.

01

#0B5D5E

#4A5427

#2C201B

Teal + Olive + Espresso

02

#1D4B5A

#202E3D

#807467

Petrol + Navy + Taupe

03

#A84F2A

#B28732

#202E3D

Sienna + Mustard + Navy

04

#4B2C3D

#1F4D36

#5A2024

Aubergine + Forest + Ox Blood

Quick Styling Tips

Fast decisions for four-season days and mid-tier wardrobe building.

01

Tuck: Half-tuck only heavier shirts; keep lightweight tees fully untucked.

02

Cuff: Turn denim once, 3 cm; show boot shape, not bare ankle.

03

Script: Ask for "mid-rise, tapered, room through thigh, no stacking."

Work & Smart Casual

4 polished looks for the office and after

Build grounded authority around Ryan's deep coloring, expressive brown eyes, and Refined Rugged Classic ease. Each formula uses textured tailoring, warm depth, and medium-high contrast without looking corporate-stiff.

- office

video call

after-work

KEY COLOR DIRECTION

Deep, softly warm shades sharpen olive skin and keep your eyes engaged.

#0B5D5E

#1F4D36

#202E3D

#2C201B

#A84F2A

#B28732

Best formula:

One deep neutral, one rich color, one antique-gold or gunmetal accent.

Avoid: #FFFFFF and #B9DCE5; their light cool contrast can flatten olive warmth.

01



Office Day

hybrid office, polished daily presence

KEY ITEMS:

Deep navy #202E3D hopsack blazer

Deep teal #0B5D5E merino polo

Mushroom taupe #807467 pleated trousers

Espresso #2C201B penny loafers

Gunmetal 38–40 mm field watch

COLOR DIRECTION:

#202E3D

#0B5D5E

#807467

#2C201B

SILHOUETTE & FIT:

Blazer: soft shoulder, 74 cm / 29 in length.
Trousers: medium rise, gentle taper, no ankle pooling.

AVOID:

Skip pale gray tees; cool lightness weakens your deep eye-and-brow contrast.

02



Client Meeting

presentations, first introductions, leadership rooms

KEY ITEMS:

Forest green #1F4D36 wool suit

Deep navy #202E3D pinpoint shirt

Ox blood #5A2024 leather derbies

Ox blood #5A2024 slim belt

Antique-gold tie bar, 4 cm

COLOR DIRECTION:

#1F4D36

#202E3D

#5A2024

#2C201B

SILHOUETTE & FIT:

Jacket: two-button, shaped waist, natural shoulder.
Sleeves: show 1 cm / 0.4 in shirt cuff.

AVOID:

Avoid black-and-white contrast; it reads harsher than your medium-muted complexion.

03



Creative Casual

design meetings, relaxed Fridays, studio lunches

KEY ITEMS:

Petrol blue #1D4B5A brushed overshirt

Burnt sienna #A84F2A cotton tee

Dark olive #4A5427 chinos

Espresso #2C201B suede chukkas

Brushed-silver signet ring

COLOR DIRECTION:

#1D4B5A

#A84F2A

#4A5427

#2C201B

SILHOUETTE & FIT:

Overshirt: 72 cm / 28 in, relaxed not oversized.
Chinos: mid-rise, 18 cm / 7 in hem opening.

AVOID:

No neon lime #B7F000 accents; high brightness overwhelms your muted chroma.

04



Dinner After Work

date night, wine bar, client dinner

KEY ITEMS:

Aubergine #4B2C3D knitted polo

Dark olive #4A5427 chore jacket

Warm charcoal #3D3E3B trousers

Ox blood #5A2024 Chelsea boots

Antique-gold 39 mm dress watch

COLOR DIRECTION:

#4B2C3D

#4A5427

#3D3E3B

#5A2024

SILHOUETTE & FIT:

Polo: fitted shoulder, open collar framing strong brows.
Boots: 3 cm / 1.2 in heel, clean almond toe.

AVOID:

Avoid skinny trousers; they fight your relaxed, grounded archetype.

Dress Code Decoder

Use these translations to arrive appropriately polished, never overdressed or vague.

Business Formal

Dark navy #202E3D suit, deep navy shirt, ox blood derbies; skip stark white.

Business Casual

Blazer, merino polo, tailored trousers, loafers; retain one structured layer.

Smart Casual

Textured overshirt, rich tee, chinos, suede boots; keep hems clean.

Creative

Aubergine or petrol statement piece; balance it with espresso #2C201B.

Smart Layering Tips

Four-season practicality should preserve depth around your face and eyes.

✓

Base: choose deep teal #0B5D5E instead of heather gray.

✓

Mid-layer: merino 190–220 g/m² prevents bulky indoor overheating.

✓

Outer layer: use wool, suede, or brushed cotton for rugged refinement.

✓

Video-call tip: frame your face in forest green #1F4D36, not optic white.

Remember

A fast decision filter for professional confidence.

GOAL:

Deep color near face; textured structure below.

GROOMING:

Define waves with matte paste; edge stubble at cheeks and neckline.

SCRIPT:

"I'm aiming for polished, grounded, and approachable."

AVOID:

Pale cool lavender #C9BEDC; it can make skin appear less even.

+ CHAPTER 11 • OCCASIONS

Formal & Occasions

Weddings, galas, dinners and big days

Deep, grounded tailoring gives Ryan ceremony-level polish without looking costume-formal. Use rich Autumn depth, clean lines, and softly textured finishes around expressive brown eyes.

DEEP AUTUMN

REFINED RUGGED CLASSIC

MID-TIER \$400–\$1,200



COLOR DIRECTION SUMMARY

Eight elevated tones create depth beside neutral-warm olive skin.



Deep Teal
#0B5D5E



Forest Green
#1F4D36



Petrol Blue
#1D4B5A



Aubergine
#4B2C3D



Burnt Sienna
#A84F2A



Ox Blood
#5A2024



Muted Mustard
#B2B732



Dark Olive
#4A5427

Base Neutrals:



Espresso
#2C201B



Warm Charcoal
#3D3E3B



Deep Navy
#202E3D

Avoid near face:



Optic White
#FFFFFF



Icy Blue
#B9DCE5



Neon Lime
#B7F000



Pale Cool Lavender
#C9BEDC



01 Business Formal

Structured depth for presentations, client dinners, and polished professional authority.



Deep Navy creates authority while preserving Ryan's medium-high contrast.



Choose a two-button, single-breasted 8–10 cm lapel.



Keep trouser break slight, 18 cm hem opening.

- Suit or Jacket:** Deep Navy wool #202E3D
- Shirt:** Mushroom Taupe poplin #807467
- Tie or Neckwear:** Deep Teal grenadine #0B5D5E
- Shoes:** Espresso cap-toe Oxford #2C201B
- Watch & Belt:** Gunmetal watch, Espresso belt #2C201B
- Pocket Square:** Burnt Sienna silk #A84F2A

WHY IT WORKS: Navy and teal intensify warm brown eyes without stark contrast.

GROOMING & FINISH: Matte paste; edge stubble at cheeks and neckline.



BEST FOR: Presentations, interviews, formal client dinners



02 Black Tie

A modern, invitation-aware alternative for creative gala settings.



Use this tonal approach only when the invitation welcomes personality.



A satin shawl collar lengthens Ryan's oval-oblong proportions.



Keep every finish clean, not glossy.

- Suit or Jacket:** Deep Navy barathea #202E3D
- Shirt:** Mushroom Taupe bib shirt #807467
- Tie or Neckwear:** Aubergine silk bow tie #4B2C3D
- Shoes:** Espresso patent Oxford #2C201B
- Watch & Belt:** Gunmetal 38 mm watch, no belt
- Pocket Square:** Deep Teal silk #0B5D5E

WHY IT WORKS: Aubergine adds evening richness while navy retains formal restraint.

GROOMING & FINISH: Low-shine moisturizer; moustache trimmed 1–2 mm shorter.



BEST FOR: Creative galas, formal fundraisers, evening receptions



03 Wedding Guest

Rich garden-ready tailoring that respects photographs and the couple.



Forest Green feels celebratory without competing with wedding-party color.



Pick breathable tropical wool for four-season event flexibility.



Never wear a boutonniere unless supplied.

- Suit or Jacket:** Forest Green tropical wool #1F4D36
- Shirt:** Mushroom Taupe poplin #807467
- Tie or Neckwear:** Burnt Sienna knit silk #A84F2A
- Shoes:** Ox Blood derby #5A2024
- Watch & Belt:** Antique gold watch, Ox Blood belt #5A2024
- Pocket Square:** Muted Mustard linen #B2B732

WHY IT WORKS: Earthy contrast harmonizes with olive skin and warm brown eyes.

GROOMING & FINISH: Air-dry waves, then define crown with matte paste.



BEST FOR: Garden weddings, vineyard ceremonies, daytime receptions



04 Celebration Dinner

Textured separates make birthdays and date nights feel deliberately dressed.



Aubergine gives Ryan romantic depth for an intimate evening.



Use a softly structured jacket with 7–8 cm notch lapels.



Let one rich accent do the talking.

- Suit or Jacket:** Aubergine velvet jacket #4B2C3D
- Shirt:** Deep Teal silk-cotton #0B5D5E
- Tie or Neckwear:** No tie; open collar
- Shoes:** Espresso suede loafer #2C201B
- Watch & Belt:** Brushed silver 38 mm watch, Espresso belt #2C201B
- Pocket Square:** Petrol Blue silk #1D4B5A

WHY IT WORKS: Velvet depth frames strong brows and keeps the look date-ready.

GROOMING & FINISH: Blot oily T-zone; use matte, never dewy, skin finish.



BEST FOR: Anniversaries, milestone dinners, cocktail celebrations



Tips for Wearing Deep Autumn Formally

Keep ceremony polish while protecting your naturally deep, muted coloring.



01 Build depth

Anchor suits in Deep Navy #202E3D or Warm Charcoal #3D3E3B.



03 Use one accent

Add Deep Teal #0B5D5E through tie or square.



02 Soften contrast

Choose Mushroom Taupe #807467 over Optic White #FFFFFF.



04 Mind proportions

Choose 7–10 cm lapels; avoid ultra-skinny cuts.



Dress Code Cheat Sheet

Read the invitation first, then apply depth with disciplined restraint.

BLACK TIE

Dinner jacket, bow tie, polished Oxford; ask host before color variation.

COCKTAIL

Dark suit, textured tie, leather shoe; velvet jacket after dusk.

GARDEN WEDDING

Tropical-wool suit, derby shoe, linen square; skip heavy velvet.



Finishing Details

Small corrections make formal clothes look personally commissioned.



01 Tailoring

Hem trousers with slight break; sleeve cuff shows 1 cm.



02 Fragrance

Two sprays woody citrus; bergamot, cedar, vetiver.



03 Today's script

"Is this black tie traditional or creative?" before buying.



Avoid

Bulky wallets distort trousers; use a slim card holder instead.

CHAPTER 12 • ONLY AT MIRAFILE

Your Year in Outfits

One palette, four weathers

These are weather seasons—spring, summer, autumn, winter—not your color season. Your Deep Autumn palette stays constant through every temperature shift.

Spring · 10–19°C / 50–66°F

Summer · 22–31°C / 72–88°F

Autumn · 8–17°C / 46–63°F

Winter · -5–6°C / 23–43°F



WHERE YOU LIVE

Four distinct seasons call for modular, depth-first dressing.

- CLIMATE:** Four real seasons — hot summers, cold winters
- SPRING MOVE:** Use overshirts over breathable cotton; remove one layer by noon.
- SUMMER MOVE:** Keep sleeves light, colors deep, and fabrics airy around the face.
- COLD-WEATHER MOVE:** Build from merino, then add waxed cotton or wool outerwear.
- AVOID:** Optic White #FFFFFF; its sharpness overpowers your muted olive warmth.



Spring

Rain-ready texture frames warm brown eyes without heaviness.

Spring showers · 10–19°C / 50–66°F



Soft Utility

Polished layers for changeable professional weekdays.

KEY ITEMS:

- Forest green #1F4D36 cotton overshirt
- Deep teal #0B5D5E pique polo
- Mushroom taupe #807467 tapered chinos
- Espresso #2C201B suede chukka boots
- Gunmetal 39 mm field watch

PALETTE PULL:



#1F4D36 · #0B5D5E · #807467 · #2C201B

FABRIC:

Cotton twill, pique, and water-resistant suede.

LAYER RULE:

One structured overshirt; keep the base layer collar clean.



Summer

Breathable depth keeps your medium-high contrast intentional in bright sun.

Summer heat · 22–31°C / 72–88°F



Linen After Hours

Dating-ready ease with tailored proportions.

KEY ITEMS:

- Petrol blue #1D4B5A linen camp shirt
- Warm charcoal #3D3E3B tailored shorts
- Espresso #2C201B leather penny loafers
- Antique gold 2 mm chain
- Deep navy #202E3D cotton cap

PALETTE PULL:



#1D4B5A · #3D3E3B · #2C201B · #202E3D

FABRIC:

Washed linen, cotton poplin, and unlined leather.

LAYER RULE:

Show forearm, not chest; wear the shirt open over nothing only casually.



Autumn

Rich, grounded layers match your Refined Rugged Classic core.

Crisp autumn · 8–17°C / 46–63°F



Heritage Depth

The strongest season for your deep neutral-warm olive coloring.

KEY ITEMS:

- Dark olive #4A5427 waxed cotton jacket
- Burnt sienna #A84F2A merino crewneck
- Deep navy #202E3D straight denim
- Ox Blood #5A2024 service boots
- Brushed silver 40 mm chronograph

PALETTE PULL:



#4A5427 · #A84F2A · #202E3D · #5A2024

FABRIC:

Waxed cotton, merino wool, and raw denim.

LAYER RULE:

Keep three visible depths: jacket darkest, knit richest, denim quiet.



Winter

Dense wool and selective Deep Winter borrowing sharpen evening presence.

Cold winter · -5–6°C / 23–43°F



Midnight Tailoring

Clean structure for office dinners and cold-date nights.

KEY ITEMS:

- Deep navy #202E3D wool overcoat
- Aubergine #4B2C3D merino mock neck
- Warm charcoal #3D3E3B flannel trousers
- Espresso #2C201B Chelsea boots
- Gunmetal cashmere-lined gloves

PALETTE PULL:



#202E3D · #4B2C3D · #3D3E3B · #2C201B

FABRIC:

Melton wool, merino, flannel, and smooth leather.

LAYER RULE:

Use a mock neck under wool; skip bulky hoodie-and-coat stacking.

Transition Tricks

Move through temperature swings without abandoning your strongest pieces.

01

Overshirt Pivot

Spring to summer in one removal.

Swap: Remove forest green #1F4D36 overshirt; retain deep teal #0B5D5E polo.

Tip: Roll sleeves twice, ending 5 cm above the wrist.

02

Merino Bridge

Summer nights to autumn mornings.

Swap: Layer burnt sienna #A84F2A merino over petrol blue #1D4B5A linen.

Tip: Keep the linen collar flat; avoid bulky shirt collars under crewnecks.

03

Trouser Upgrade

Autumn to winter with identical color logic.

Swap: Trade deep navy #202E3D denim for warm charcoal #3D3E3B flannel.

Tip: Maintain a slight trouser break over Chelsea boots.

04

Boot Continuity

One shoe family across wet and cold months.

Swap: Use espresso #2C201B chukkas in rain; Chelsea boots in frost.

Tip: Ask for water-resistant leather, rubber sole, and a low-profile toe.

Year-Round Anchors

Five reliable purchases support every column and your \$400–\$1,200 wardrobe plan.



Deep Teal Polo

Best for: Spring layering, summer dates, casual Fridays.



Navy Denim

Best for: All seasons except peak-heat afternoons.



Espresso Boots

Best for: Rain, autumn, winter, tailored evenings.



Merino Crewneck

Best for: Cool offices and temperature transitions.



Field Watch

Best for: Grounding relaxed and professional looks.



STYLIST'S NOTE

Ryan, let deep colors carry the contrast while texture—not brightness—does the seasonal work.

✦ CHAPTER 13 • ONLY AT MIRAFIL

Professional Presence

How you read in the room — and on camera

Your deep coloring and defined brows already communicate grounded authority. Add deliberate structure, and Ryan reads refined rather than merely casual.

meeting video stage



YOUR PROFESSIONAL READ
Refined Rugged Classic authority, calibrated for approachable medium-high contrast.

Grounded Capable Composed

READ: Deep, muted color makes warm brown eyes appear focused and awake.
SIGNAL: Clean edges balance textured hair without losing your natural ease.



Interview / First Meeting

Polished depth creates credibility before the first handshake.



- 01 **Color near face:** Use deep teal merino
Why: Brightens olive warmth ✓ #0B5D5E at neckline
- 02 **Neckline:** Fine-gauge crewneck
Fit: Close, not tight ✓ No stretched collar
- 03 **Hair:** Textured side sweep
Length: 7–9 cm / 3–3.5 in ✓ Matte paste finish
- 04 **One detail:** Gunmetal watch
Case: 38–40 mm ✓ Brushed metal only

TOP COLOR: #0B5D5E #1F4D36 #202E3D

✗ **AVOID:** Optic White #FFFFFF; its starkness outruns your muted olive complexion.



Video Call

Frame the eyes, then let quiet depth carry the screen.



- 01 **Color near face:** Wear petrol blue
Why: Supports warm brown eyes ✓ #1D4B5A collar
- 02 **Neckline:** Open knit polo
Fit: One button open ✓ Collar lies flat
- 03 **Hair:** Controlled wave definition
Product: Matte paste ✓ Lift stays below crown
- 04 **One detail:** Antique gold pen
Finish: Brushed, understated ✓ Keep hands visible

TOP COLOR: #1D4B5A #4B2C3D #2C201B

✗ **AVOID:** Icy Blue #B9DCE5; its light coolness can flatten your deeper coloring.



Presenting

Use richer contrast when the room needs a clear focal point.



- 01 **Color near face:** Choose forest green
Why: Reads assured at distance ✓ #1F4D36 outer layer
- 02 **Neckline:** Structured crewneck
Fit: Shoulder seam aligned ✓ No deep scoop
- 03 **Hair:** Low-volume textured sweep
Length: 7–9 cm / 3–3.5 in ✓ Temples stay tidy
- 04 **One detail:** Burnt sienna pocket square
Fold: Flat presidential ✓ No glossy silk

TOP COLOR: #1F4D36 #5A2024 #A84F2A

✗ **AVOID:** Neon Lime #B7F000; extreme brightness overwhelms your medium-muted chroma.



On-Camera Setup

A few technical choices keep your brows and eyes legible.

- Light:** Place soft light 45° in front
Goal: Even olive skin tone | **Avoid:** Overhead-only shadows
- Background:** Use Warm Charcoal #3D3E3B or Mushroom Taupe #807467
Goal: Separate dark hair | **Avoid:** Busy bookshelves
- Camera Height:** Set lens at eye level
Goal: Respect oval-oblong proportions | **Avoid:** Laptop-angle distortion
- Top Color:** Choose Deep Teal #0B5D5E
Goal: Focus warm brown eyes | **Avoid:** Heather gray near face
- Framing:** Headroom 8–10 cm / 3–4 in
Goal: Show shoulders and hands | **Avoid:** Chin-cropped framing



Power vs Soft Colors

Choose power for distance; soften when trust needs the lead.

POWER

- Deep Teal** #0B5D5E
boardroom authority
- Forest Green** #1F4D36
keynote clarity
- Ox Blood** #5A2024
evening leadership
- Deep Navy** #202E3D
formal credibility

SOFT

- Petrol Blue** #1D4B5A
collaborative calls
- Aubergine** #4B2C3D
thoughtful strategy
- Dark Olive** #4A5427
mentoring sessions
- Mushroom Taupe** #807467
quiet backgrounds



Grooming Before a Big Day

Work through these checks 20 minutes before leaving or logging on.

- 01 **Cleanse:** Salicylic acid 0.5–2%
Goal: Reduce oily shine
- 02 **Moisturize:** Niacinamide 5% gel
Goal: Smooth visible texture
- 03 **Protect:** SPF 30+ matte fluid
Goal: Prevent camera sheen
- 04 **Shape stubble:** #2–3, 6–10 mm
Goal: Define tapered jaw
- 05 **Edge neckline:** Two fingers above Adam's apple
Goal: Keep jaw clean
- 06 **Set waves:** Matte paste, pea-size
Goal: Control thick volume



Signature Move

Repeat one recognisable detail, never a loud collection of them.



Detail: Gunmetal 38–40 mm watch with espresso leather strap.
Why: It echoes your deep palette and Refined Rugged Classic archetype.
Script: "I keep one reliable detail so everything else stays focused."



FIRST IMPRESSION

Deep teal, clean stubble edges, and eye-level posture make you read capable before you begin speaking.

CHAPTER 14 • WARDROBE

Your Capsule Wardrobe

Thirty-five pieces, deeply considered.

A professional, date-ready uniform for four distinct seasons.
Deep Autumn color gives your warm brown eyes immediate authority.
Texture keeps the Refined Rugged Classic feeling grounded, never corporate.



Archetype

Refined Rugged Classic

Polished essentials, built with tactile weight.
Confident depth frames expressive brown eyes.
Relaxed structure suits your oval-oblong proportions.

Style score today:

7.2

With your plan:

8.7



Capsule Principles

Deep, warm foundations create flexible contrast around Ryan's olive-toned complexion.

35 pieces → 100+ outfits



Color Palette

Eight accents work hardest against four deep neutrals.



Deep Teal #0B5D5E • Forest Green #1F4D36
Petrol Blue #1D4B5A • Aubergine #4B2C3D
Burnt Sienna #A84F2A • Ox Blood #5A2024
Muted Mustard #B28732 • Dark Olive #4A5427

Anchor with Espresso #2C201B, Warm Charcoal #3D3E3B,
Deep Navy #202E3D, Mushroom Taupe #807467.



Silhouette

Defined shoulders and straight lines
balance your longer oval-oblong face.



Overshirts 74–78 cm / 29–31 in long.

Avoid: Long, skinny layers; they
visually over-lengthen the torso.



Formality Range

Move cleanly from client meetings
to low-lit dinner dates.



Oxford, merino, denim, and suede
cover smart casual.

Add **unstructured** tailoring for
presentations and evening reservations.



Mix & Match Rule

Repeat neutrals; reserve saturated
depth for visible focal points.



3 neutrals : 1 accent.

Keep shirt and trouser values
separated by one depth step.



Tops & Shirts

6 pieces

Six face-framing layers replace cool gray near your eyes.



Knits & Outer Layers

4 pieces

Tactile layers suit thick waves and relaxed masculine structure.



Trousers & Denim

7 pieces

Mid-rise, straight cuts create controlled verticality without narrowness.



Tailoring

3 pieces

Soft construction looks professional without fighting your textured hair.



Shoes

5 pairs

Matte leather and suede reinforce your grounded, refined direction.



Bags

4 pieces

Four practical carriers keep commuting and weekends visually coherent.



Accessories

6 pieces

Small warm details draw attention upward toward brows and eyes.



Best Metals

Muted finishes harmonize with neutral-warm olive skin.



Antique gold



Brushed silver



Gunmetal

Choose a 38–40 mm matte watch case; skip bright polished steel.



Mix & Match Ideas

Five reliable formulas use contrast, texture, and your professional-dating brief.



1 Client Authority



Deep Navy hopsack blazer • Mushroom
Taupe Oxford • Espresso pleated trousers

- Keep the shirt collar open one button.
- Finish with Espresso chukkas; polished, not
overly formal.



2 First-Date Depth



Petrol Blue merino polo • Warm Charcoal
flannel trousers • Ox Blood loafers

- Let the polo frame your warm brown eyes.
- Add gunmetal watch; avoid a stark white
sneaker.



3 Creative Friday



Forest Green overshirt • Deep Teal tee •
Deep Navy raw denim

- Wear the overshirt open for relaxed
structure.
- Mushroom Taupe sneakers keep contrast
soft and intentional.



4 Cold-Weather Dinner



Aubergine cardigan • Mushroom Taupe
Oxford • Dark Olive chinos

- Use three distinct textures: merino, Oxford,
twill.
- Ox Blood loafers give the outfit a rich
finishing note.



5 Weekend Uniform



Espresso suede trucker • Burnt Sienna
camp shirt • Petrol Blue trousers

- Roll sleeves once; stop below the elbow.
- Wear Dark Olive Chelsea boots for
weather-ready weight.



Why a Capsule?

Five, reliable choices make your strongest color story automatic.

- Speed:** Every top has at least four compatible bottoms.
- Presence:** Deep values amplify your eyes, brows, and natural contrast.
- Value:** Mid-tier \$400–\$1,200 spending concentrates on hardworking fabrics.



How To Start

Build foundations first, then introduce color with confidence.

- Audit:** Remove Icy Blue #B9DCE5 and Optic White #FFFFFF near-face pieces.
- Buy:** Start with navy blazer, Espresso chukkas, and Deep Teal tee.
- Photograph:** Save five successful outfits in one phone album.



Remember

- Depth is your signature; texture is your ease.
- Avoid Neon Lime #B7F000: its brightness overwhelms muted chroma.
- Today's script: "I'm looking for deep teal, espresso, and matte texture."

Use a 39–40 mm watch • Clean stubble cheeks and neckline today • Say: “Brushed gunmetal, not shiny silver.”

CHAPTER 16 • SCENT

Fragrance Archetype

Tailored warmth with polished, woody lift

Ryan, your neutral-warm olive skin suits dry woods, aromatic citrus, and subtle spice. This scent wardrobe supports professional polish and confident dating energy across four seasons.

- Scent family: Woody citrus
- Intensity: Moderate
- Best time: Day into evening



Depth, warmth, and clean structure mirror Ryan's strongest visual assets. Dry cedar reinforces dark hair and defined stubble. Bright citrus keeps medium-high contrast approachable. "Smell composed, never over-announced."

YOUR SCENT ARCHETYPE

Woody Citrus Tailored

Polished bergamot opens with grounded, textured woods beneath. Aromatic herbs echo your Refined Rugged Classic wardrobe. Dry warmth frames expressive brown eyes without crowding the room.

- BEST FOR:** Client meetings, dinner dates, smart-casual weekends
- SIGNATURE CUE:** Bergamot, cedar, vetiver, cardamom

Your Fragrance Pyramid

A tailored progression: crisp entrance, aromatic core, enduring dry woods.

TOP NOTES
First 10–25 minutes; bright and brisk against oily-leaning skin.



HEART NOTES
Appears after 20 minutes; herbal warmth gives tailored dimension.



BASE NOTES
Lasts 4–8 hours; dry, earthy anchors suit your deep coloring.



Fresh ← → Warm
Marker: Warm-leaning balanced

Light ← → Intense
Marker: Moderate

Sweet ← → Dry
Marker: Clearly dry

3 Best Fragrance Families

Choose nuanced woods and aromatics that feel grounded, professional, and date-ready.

1 Woody Citrus



Crisp peel over polished cedar.

BEST FOR: Daily wear and first impressions
NOTES: Bergamot, grapefruit, cedar
EXAMPLES: Terre d'Hermès Eau Givrée; Chanel Bleu de Chanel EDP; Acqua di Parma Colonia Essenza

2 Aromatic Fougère



Herbal freshness with a dry, barbershop backbone.

BEST FOR: Office days and cooler spring
NOTES: Lavender, sage, vetiver
EXAMPLES: Prada Luna Rossa Carbon; Dior Sauvage Eau de Parfum; Azzaro Pour Homme

3 Spiced Woods



Cardamom and pepper deepen evening presence.

BEST FOR: Office and autumn dinners
NOTES: Cardamom, sandalwood, amber
EXAMPLES: YSL La Nuit de L'Homme; Burberry Hero EDP; Viktor&Rolf Spicebomb Infrad

2 To Skip

Avoid extremes that overpower your medium-muted warmth or read overly sugary.

1 Candy Gourmands



Dense vanilla and syrupy sweetness compete with your grounded style.

AVOID: Ultra-sweet caramel clouds
INSTEAD OF: Choose cardamom-amber woods

2 Aquatic Ozone



Sharp marine notes can feel icy against neutral-warm olive skin.

AVOID: Metallic sea-salt blasts
INSTEAD OF: Choose bergamot-vetiver freshness

Best Moments To Wear

Match projection to setting: your ideal trail stays within arm's length.

Daily

Terre d'Hermès Eau Givrée
Sprays: 2
Placement: Neck and chest
Goal: Clean, dry polish

Work

Prada Luna Rossa Carbon
Sprays: 2
Placement: Chest, one neck
Goal: Professional restraint

Date

YSL La Nuit de L'Homme
Sprays: 3
Placement: Chest, neck, wrist
Goal: Warm close-range pull

Travel

Bleu de Chanel EDP
Sprays: 2
Placement: Chest and collarbone
Goal: Versatile, familiar confidence

Event

Burberry Hero EDP
Sprays: 3
Placement: Chest, neck, jacket lining
Goal: Deep evening presence

Wearing Tips

- 1 Prep** Apply after unscented moisturizer; hydrated skin slows evaporation.

2 Place Target chest and sides of neck, never hair.

3 Count Two sprays indoors; three only for outdoor cold.

4 Wait Judge after 45 minutes, not from the first spray.

5 Refresh Carry a 5 mL atomizer for evening transitions.
- Use fragrance-free lotion first

Rubbing wrists; it crushes top notes

Noticeable within conversation distance

Base notes reveal your true match

I wear something woody and subtle—can you smell it?

Recommended Layering

+

Moisturize chest, then apply two sprays of Eau Givrée. Citrus remains crisp while cedar wears closer and longer. Use for spring through early autumn daytime.

- Pair one fragrance with unscented skincare only
- Keep deodorant fragrance-free or matching
- Never stack two full fragrances

Shop the *blueprint*

Refined rugged classics in deep, earthy color with textured tailoring and polished leather.

WARDROBE PIECES · 6			
ITEM	COLOR / MATERIAL	WHY · AVOID	SHOP
 Deep teal Oxford shirt	Deep Teal #0B5D5E, brushed cotton Oxford	Brightens warm brown eyes while keeping a professional, classic foundation. <i>Avoid: Optic white or icy blue</i>	↗ amazon · ↗ nordstrom
 Forest merino polo	Forest Green #1F4D36, fine merino wool	A polished casual layer that suits your depth and dating-ready ease. <i>Avoid: Neon greens or thin pique</i>	↗ amazon · ↗ nordstrom
 Espresso overshirt	Espresso #2C201B, cotton twill or suede	Adds rugged structure over tees and knits without looking overly formal. <i>Avoid: Pale khaki or shiny fabric</i>	↗ amazon · ↗ nordstrom
 Petrol knit crewneck	Petrol Blue #1D4B5A, merino or lambswool	Its deep blue-green reads tailored and makes an easy layer for all seasons. <i>Avoid: Bright cobalt or icy blue</i>	↗ amazon · ↗ nordstrom
 Warm charcoal chinos	Warm Charcoal #3D3E3B, stretch cotton twill	A versatile dark neutral that anchors richer tops with softer contrast. <i>Avoid: Light gray or heavily faded washes</i>	↗ amazon · ↗ nordstrom
 Dark olive corduroys	Dark Olive #4A5427, fine-wale cotton corduroy	Texture reinforces your refined-rugged archetype and seasonal palette. <i>Avoid: Wide wale or pale olive</i>	↗ amazon · ↗ nordstrom

FINISHING PIECES · 4			
ITEM	COLOR / MATERIAL	WHY · AVOID	SHOP
 Oxblood Chelsea boots	Ox Blood #5A2024, burnished leather	A sleek, masculine boot that elevates chinos, cords, and dark denim. <i>Avoid: High-shine patent leather</i>	↗ amazon · ↗ nordstrom
 Espresso derby shoes	Espresso #2C201B, matte full-grain leather	Grounds professional outfits more harmoniously than stark black footwear. <i>Avoid: Pointed toes or glossy leather</i>	↗ amazon · ↗ nordstrom
 Dark brown leather belt	Espresso #2C201B leather, antique gold buckle	Matches brown footwear and introduces a warm, quietly considered finish. <i>Avoid: Bright silver logo buckles</i>	↗ amazon · ↗ nordstrom
 Deep navy wool topcoat	Deep Navy #202E3D, wool blend with matte finish	A sharp four-season outer layer with enough depth for office and dates. <i>Avoid: Bright navy or stark black</i>	↗ amazon · ↗ nordstrom

ACCESSORIES · 4			
ITEM	COLOR / MATERIAL	WHY · AVOID	SHOP
 Gunmetal field watch	Gunmetal steel, dark olive or brown strap	The utilitarian polish aligns with your classic, grounded wardrobe. <i>Avoid: Oversized shiny cases</i>	↗ amazon · ↗ nordstrom
 Antique gold signet ring	Antique gold vermeil or brushed steel	Adds restrained warmth and character without competing with your features. <i>Avoid: Bright yellow gold or large stones</i>	↗ amazon · ↗ nordstrom
 Tortoiseshell sunglasses	Dark tortoise acetate, softly squared frame	The warm frame flatters olive skin and balances your oval-oblong face. <i>Avoid: Tiny round or clear frames</i>	↗ amazon · ↗ nordstrom
 Burnt sienna scarf	Burnt Sienna #A84F2A, wool or cashmere blend	Places a rich warming accent near your face during colder months. <i>Avoid: Orange-bright or thin acrylic</i>	↗ amazon · ↗ nordstrom

START HERE · 5-PIECE CHECKLIST

☒

 Deep teal Oxford shirt

☒

 Warm charcoal slim-straight chinos

☒

 Espresso leather derby shoes

☒

 Forest green merino polo

☒

 Deep navy wool topcoat

SHOPPING TIPS



 Choose matte fabrics and visible texture over glossy finishes.



 Keep shirts medium-deep near the face; skip stark white.



 Match espresso belts to brown shoes for instant polish.



 Prioritize slim-straight trousers with room through the thigh.