Muscle Building Special Report #7

Style Tips & Guidelines

This is going to be a "touchy" special report for sure, because I'm extremely opinionated about fashion. Obviously not all of these tips and rules will apply to everyone.

This is meant to help guide guys in the right direction.

I think I have a much better grasp on fashion than most of the fitness guys. I'm not an expert, but I've been surrounded by this stuff for years.

- I ran a cool Men's clothing store called "Structure" from 1994-1999.
- A few years after that ran a Men's suit store for 6 years (not the coolest place, but learned a ton about dress clothes).
- These past 3-4 years, I've attended numerous fashion shows with my girlfriend (who is a designer).

Most people in the fitness industry are at least 4 years behind in fashion.

So...it is cool to learn fitness tips and info from these guys...just don't dress like them!

Rule #1: MMA Fighters Are the Worst Fashion Offenders!

The #1 way to look like a complete fashion "tool" is to dress anywhere close to an MMA fighter. Unfortunately a bunch of the fitness guys dress just like this!

I'm not going to lie...I have a couple of shirts that have that Archaic brand "feel" to them. I bought them back in 2006 (about 5 years ago). I won't wear them out anymore. I even feel like a dork wearing them to the gym.

My advice is that if it has an MMA "feel" to it, then begin to phase it out of your wardrobe. Don't throw it away or waste it, but use it for lounging around the house.

Rule #2: No Sweat Pants Outside of the House.

Sweats are a big part of "Walmart Sheik". I recommend thinking of them as pajamas. Possibly in the gym...but even then, use with caution.

Rule #3: Not Too Loose, Not Too Tight & Absolutely No Sagging!

Okay...so some of the younger guys who sag their pants are going to think I'm just an older guy who doesn't "get it".

NO...I really do get it. Sagging pants hit big in the early 90's. It made sense for some of the teens to do it back then.... because it was new and rebellious.

I completely understand why a younger person might do it back then. <u>If you sag your pants now however, you just seem about 15-20 years behind the times</u>. Wearing your pants low on your hips in fine...I'm talking about serious sagging.

Sagging your pants is the equivalent to a Billy Ray Cyrus style mullet in my opinion. It just screams bad taste.

Too tight is bad as well. Aim for fitted, but not skin tight. It is a fine line sometimes...

Hugh Jackman demonstrates a good example of a fitted shirt. Notice the lack of logo's...this leads me to my next rule.

Rule #4: The Less Logo's the Better.

This kind of goes along with my tip about not dressing like MMA fighters. A

lot of brands plaster their logo's all over the clothing. Go for clean designs with less graphics on them. You will need to avoid Ed Hardy, Tap Out, and all of the other offending brands. It is so tempting to grab these because every store is filled with this stuff. Avoid the temptation!

Yes...Tom Cruise is a nut case, but he is a sharp dresser. He wears simple well-constructed clothes and it creates a clean and stylish look.

Rule #5: Don't Dress Like a Geek Either!

Pleated and cuffed Dockers with a shirt tucked in is bad as well. I remember

a company meeting for a furniture store I used to manage. We met in Dallas Texas. It was business casual and every single guy over 30 was wearing dockers with a polo or button up shirt tucked in. This is a corny look.

If you want to wear khakis, make sure you dress them up in style. No pleats...no cinching up the belt tight and cranking up the pants.

<u>Here's a better example of how to wear khakis</u>...

(Flat front and somewhat slim and a lower rise in the waist).

If you want to do business casual, get a pair of grey flat front wool dress pants (not cuffed). Wear with a fitted black polo shirt, or a fitted white dress shirt...or something equivalent.

Rule #6: Ditch the "Bling" Jeans!

I was a fan of True Religion type jeans about 5-6 years ago when it was a fresh look. Now it borders on MMA style. I would recommend phasing these out of your wardrobe as well.

Get a Pair of Dark Blue Levi's 514 Jeans

I bought a pair of these about a year ago and haven't looked back. This is the new classic Levi to get. Bradley Cooper wears a darker version of this one in the movie LIMITLESS.

These are like Levi's 501's...but updated with a lower rise and slimmer fit. If you don't have a pair, get one ASAP. They are less than $60 for most of the rinses.

You will probably favor these over all of your fancier brands like Diesel, True Religion, 7's, Lucky, etc.

Lenny Kravitz sports Levi 514's here as well. He is a good example of a guy who has a funky style, without looking cheesy.

Rule #7: Less Flashy Sunglasses...Less "Flash" in General.

I'd avoid anything like necklaces over a t-shirt, too much jewelry in general. I had some flashy over-sized Armani shades, that almost looked like Bono should have worn them on tour back in the 90's.

I guess some call them "Stunna Shades". I would phase those out as well.
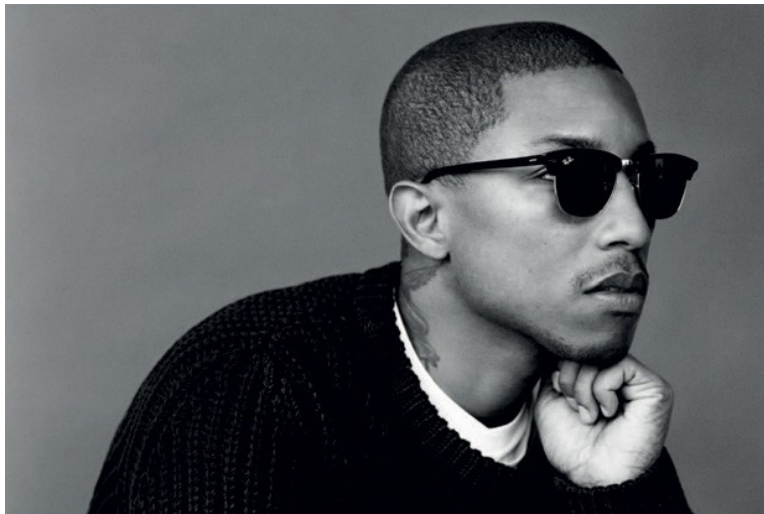
Pharrell Williams sporting some classic Ray Bans here. The funny thing is that with this classic style he looks more current than if he was to wear "Stunna Shades".

A Quick Summary...I wrote this in March of 2011. Style changes quickly, so this info won't be pertinent forever. Here are some sites that show fashion trends for guys. Take a look at these sites to get ideas before you hit the mall. Another reminder...whatever the MMA guys do...Do the opposite :)

Revolve Clothing
Singer 22
ZARA

-Rusty

Special Report Links so Far (in case you missed them)

Special Report 1: Same Workout, More Fat Free Muscle
Special Report 2: When to Go "Nutty" With Workout Volume
Special Report 3: Deep Six Pack Abs Report
Special Report 4: Olympic Style Lifting for Muscle Density
Special Report 5: Fat Torching Cardio
Special Report 6: The Supplement "Short List"