

THE EUROPEAN

21 IMAGE MISTAKES

That quietly cost men authority

PRIVATE GUIDE 01

See what other people register before you speak - and correct it deliberately.

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Before you begin

This is not a list of rigid rules. It is a diagnostic instrument. The same garment can be correct on one man and damaging on another because proportion, context and personal message change.

How to use it

Read once without judging yourself. Then photograph three real outfits from the front, side and back. Mark only the errors that repeat. Fixing three recurring problems will create more impact than buying ten new pieces.

The order of correction

Correct silhouette first, then fit, then colour, then accessories. The expensive mistake is improving a detail while the structure remains wrong.

ACTION: Choose three outfits you actually wear. Do not use your best outfit; use your normal standard.