

THE EUROPEAN

THE EUROPEAN WARDROBE SYSTEM

A practical architecture for dressing with clarity

PRIVATE GUIDE 02

**Build fewer, stronger pieces into a wardrobe that works
harder than you do.**

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The system before the shopping

Random purchases create a wardrobe full of individual successes and daily failures. A system begins with roles, repetition and compatibility.

The rule of three

Every new core piece must create at least three credible outfits with clothing you already own.

The rule of frequency

Budget follows frequency of wear and consequence of failure. Shoes, jackets and trousers usually deserve more attention than novelty accessories.

The rule of message

Every outfit should answer: where am I going, what must people understand about me and what degree of formality earns trust there?

ACTION: Write the five situations that account for 80 percent of your clothing decisions.