

“Men: how to go from Geek to Chic in Five Easy Steps”

By Rosanne Bianchetta

Have you ever seen someone so clueless about fashion you actually felt sorry for them? Let's make sure you're not one of those people. Walking down the streets of New York City you've seen them – the socially awkward geek that doesn't know how to dress. It makes you want to go up to them, take their hand and lead them to a nice department store. Once you enter the men's department, you're bound to walk out with something chic, unless you don't know what you're looking for. Now, you will know the secrets of those impossibly chic men that just have natural style.

1. **Ditch the free techie t-shirts in exchange for a nice collared button down shirt.** Nothing is sexier on a man than a crisp, clean collared button down shirt. You can even roll the sleeves up a little if you are going out and the weather is warm. You can unbutton the top two buttons or more if you dare, and show a little man cleavage. If man cleavage isn't your thing, wear a v-neck t-shirt underneath. Wear a black t-shirt for dark colored button downs and white for lighter colored ones.
2. **Exchange the high water pants for perfectly tailored pants.** Tailored clothing looks more expensive, like its custom fitted to your body, and everyone knows custom clothing is the best investment you can make. Dark jeans are always sexy, especially if they fit perfectly, not too tight, and definitely not too baggy. Dark jeans are nice because they are dressier than light jeans and can be worn in place of slacks on a night out.
3. **Change the ugly colors that don't match your skin tone for neutral dark colors, like black and navy blue.** These color fabrics tend to look more expensive, even if they aren't. Also, women are more attracted to men in dark masculine colors worn on top. Get your color analysis done to find out which colors look best on you. Color analysis is when you are draped in different color fabrics in natural lighting to see which looks best on you. As a general rule, men with darker coloring tend to look best in darker colors and men with lighter coloring tend to look best in lighter shades of the same colors, like gray instead of black.
4. **Switch the ugly sneakers or orthopedic type shoes for nice black leather lace-up shoes or boots.** I know, I know, you want your shoes to be comfortable, but it is possible to find comfortable nice looking shoes. You might have to spend a little more for better quality, but it's totally worth it. Everyone knows one of the

first things people look at when they meet you are the shoes. Lace-up shoes are a little dressier, while boots are a little more casual and can be worn with jeans.

5. **Lose the glasses for contacts or laser eye surgery.** It's the 21st century and you should start acting like it. For some men glasses are their signature style, and if that's you, disregard what I'm saying. As long as your glasses are sexy and designer, you're good. What you don't want are wire rim glasses that are the wrong shape for your face and held together by tape.

If you follow these rules you should be one of those chic, sexy men who look effortlessly stylish in no time. Only you will know what you used to look like. So why look like a geek when you can be totally chic?

Rosanne Bianchetta, Image Consultant and Personal Stylist, developed Sophistication to provide top quality Image Consulting and Personal Styling to men and women in New York City. Rosanne helps her clients develop their image from the inside out, making them more stylish and knowledgeable than ever, giving them a great increase in self confidence in every area.

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