



Social Primer

Is Beauty or Maturity in the Eye of the Beholder?

Image architect Courtney A. Hammonds gives men the learnable, applicable and teachable guide to dressing your age for whatever demographic/psychographic you embody.

By Courtney A. Hammonds

For the majority of men, it's recurrently difficult to transition from their learnable 20's, applicable 30's and teachable 40's when it comes to their attire. Many times, gentlemen find it daunting to think about what they are supposed to wear for specific occasions or generally on a day to day basis. Furthermore, it's even more complex when the commonplace man is in a committed relationship and their significant other is comfortable in their own skin. Somewhere between college, helping raise kids and having a thriving career, men have managed to mistranslate the rigorous responsibilities of adulthood into a wardrobe devoid of any essence. Before you know it, your assortment of what was once trendy clothing is tapered down to nothing more than jeans, shirts and a solitary cheap suit reserved for weddings and an infrequent night on the town (that's often forced). Coincidentally, there's hope for the hopeless. You're mature enough to know the fundamentals (or at least be a quick study for a refresh) yet young enough (maybe in spirit) to benefit from a host of intermediate-level advice.

Develop a signature style

The time has come for you to cultivate a distinctive identity with your clothing, and it's not always about spending a lot of money! If nothing else, a few more years of experience should have taught you that money can't buy taste. Maybe it's monogrammed shirts, suit jackets with patterned lining or an inherited piece of jewelry from an estate sale.

Differentiate your garments

You have resourcefulness down to an art. The blue, black or grey blazer that does double duty at the office and after-hours has become your all-purpose uniform. What's next? The answer is developing distinct wardrobes for the office, leisure and every occasion in between. We're not saying that you shouldn't mix and match for maximum usefulness. Instead, begin defining separate wardrobes based on your needs, and keep a handful of crossover pieces to bridge the gaps.

Middle to Upper Management

You're no longer entry level. In fact, you're probably someone's boss now with a comparable salary. But the square toe shoes and cheap belts of your "learnable" years are the quickest way to diminish this newfound status. An upgrade may require a planned investment, but now you can finally afford it. Italian-made leather goods are a good start. And a reversible belt in black and brown should be as much about luxury as it is about built-in practicality.

**In Youth and Beauty, Wisdom is but rare!
Welcome to the World of Maturity!**

Yours in Style and Grace,
Your Image Architect- Dr. Courtney A.
Hammonds
www.courtneyahammonds.com