CHECKLIST / HOW TO LOOK EXPENSIVE

• *High-quality materials will make your garments look more expensive. Invest in natural fibers or buy the right budget alternatives*	**YES!** 100% Cashmere, Silk, Linen, Cotton, Wool - but they all are more pricey	**For budget:** There are many budget materials, mixes with viscose, elastane, rayon, etc. that can look expensive	**For budget:** Always feel the fabric with your hand. It's good if it feels durable, then it often will look more expensive on you	**For budget:** Some polyester can be delicately made, and that's when it's ok to buy. You have to feel and see the material; it should appear silky & smooth	**NO!** Rough polyester, cheap looking jersey material, cheap cotton blends	**NO!** Material that will look washed out & loose color after a few washings	**NO!** PVC, PU Leather & anything artificial looking
• *There are colors that look expensive, and colors that look cheaper*	**YES! Natural colors:** Beige, Ivory, Grey, Taupe, Khaki, Brown	**YES! Pastels:** Baby blue, soft pink, mauve, light yellow	**YES! White** - can also be worn "all-white" in an outfit & it will look very expensive	**YES! Black** - can also be worn "all-black" for the sleek & sophisticated look	**YES! Red** - a classic color that never runs out of style	Colors you wear must be flattering to your skin tone & hair color	**NO!** Neon colors or artificial looking colors because they always look cheap
• *The fit reveals the price. Poor construction is cheap, well made is expensive*	The garment must have a good fit for your body	A garment should not be too big or too small = then it looks cheap	Tailored clothing look always more expensive	If a garment is too big, take it to a tailor and amend it to fit your body	The garment and its style must be flattering to your body shape	The garment must conceal your body's problem areas	The garment cannot lose its shape and look worn out
• *What style of clothing looks expensive?*	**Styles that look expensive:** Classy, Conservative, High Fashion, Old Money, Minimalistic, Classic	**Clothes that make you look smart (& expensive):** Turtlenecks, blazers, business attire, black trousers, etc.	**The signature tweed fabric of Chanel always looks expensive:** Wear Boucle jackets, skirts, jacket + skirt set	**Formal clothing that makes you look expensive:** Gowns, suits, knee-length skirts & dresses	**Wear appropriate clothing:** When you dress according to dress code & etiquette, you look classy which makes you look expensive	**Less is more:** Minimal & simple fashion looks expensive because of the tailoring & fabric	**Not trying too hard:** It has to look natural & suitable on you, not forced & pretentious
• *Attention to details is crucial*	No dirt on the clothes	No holes	No worn out or scruffy fabric	No rips	No discolouration	No threads sticking out anywhere	No cheap looking buttons
• *It's all about presentation*	Very important your clothes look immaculate.	Clothes must be wrinkle-free! The iron/steamer is your best friend.	Shoes must always be polished. White sneakers must be perfectly clean.	Shoes cannot look worn out or scruffy. Your heels must be in fully working order.	Handbag surface must be clean. The bag cannot look worn out.	Once your items start to look very worn / worn out = you can't wear it!	It's all about the construction & the stitching of the item. Must be well-sown!
• *Statement pieces - Having status symbols helps adding luxury to your look*	Designer handbags	Expensive watches	Well-known designer shoes & heels	Fur (for the ethical reason I don't recommend)	Diamonds	Bracelets (of famous brands or diamond)	Ring (Diamond ring preferably)
• *Accessorize right - What will add glamour to your look*	Designer sunglasses	Pearls	Diamonds	Designer scarf	Glamorous hat (example: Maison Michel)	Famous bracelets (example: Cartier Love bracelet, Van cleef & arpels etc)	...and the designer hand bag of course!
• *Don't do this*	Don't show your underwear	Don't show too much skin/cleavage	Don't wear big logos	Avoid heels with a platform	Skip the short body con dresses	Don't wear costume jewellery	Don't wear fake designer items
• *Strategy*	Always be well-groomed	Always have a perfect blow-dry/ fresh hair	Make an effort with your outfit	Rather dress too formal than too casual	Get honest feedback about what suits you	Create a personal style that's flattering to your looks	Feel comfortable & confident in your clothes

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