

# TPIS 2 Draft 1

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Antonio: Gentlemen, Antonio here. Okay, so we're now in Section 2 of the Personal Image Formula. I am going to talk about other parts of the system here. This is just the tip of the iceberg. Guys, the 21-item essential wardrobe. If you can imagine three concentric circles, you've got the center circle which is the 21-item wardrobe. Move outside, add another 21 items and you've got the middle core wardrobe and you continue to go out there and you've got the outer core of the core wardrobe. So a total of 84 items, I'm going to talk about over in the Blueprint.

Today though, I'm going to talk about the 21 essential items. This is the center of the core wardrobe and you're going to see some themes go through this. One, everything is going to be classic. That doesn't mean it's old-fashioned, it just simply means that it's in style now and it will be in style in a decade. That's the beautiful thing about men's wear and owning classic items is that you buy them once, you can spend a little bit more money on it and you don't have to worry in one season, in two years, this stuff being out of style.

The Navy Pea Coat, that thing's been around, it's got a very strong history in actually coming out of the military. And that's something that if you go out there and you spend \$500, \$1000 on a really nice pea coat -- now \$1000 is a lot for a pea coat. But if you were to spend that and you loved it and you wore it into the ground over the next decade, guess what, you would never be out of style. It's timeless and that would be something that you would look back on those pictures and say, "Wow, I looked really good." Maybe you won't say that but your wife probably will.

But let's go into and let's talk about versatility. That's another thing you're going to see with all the clothing we're talking about. It's going to be simple clothing. I'm not going to get into fancy things, fancy colors, fancy patterns -- it's all about it being interchangeable. We talked about the Law of interchangeability in Section 1 -- very important with your essential wardrobe, keep the number of items low and be able to get the most number of outfits. You've got to make sure that everything in here is interchangeable.

So classic styles, what do I mean by that? I mean on your jacket -- the first thing we're going to talk about is the suit but you don't want extra-wide lapels, you don't want extra-thin lapels. You want the lapels that are right for your body type. And we'll talk a little bit about that. Also everything in here is going to be an investment piece.

So having said that, there are certain things I'm not going to cover. Everything we're going to talk about usually is going to cost at least \$50, oftentimes a bit more. So missing out on this, we're not really going to talk about underwear. I'm also not going to talk about accessories although many accessories can go into the thousands of dollars range. We're not going to talk about athletic wear, athletic gear. We're not going to talk about jewelry. We're not going to talk about grooming items. That stuff, we do cover them in the core wardrobe but I'm not going to cover them here in the 21-Item Essential Wardrobe.

So what do we want to start with? Let's start with the suit. Always start with the suit because I think this is the one item in a man's wardrobe, when he wears it, he needs to be able to feel good. It's your suit of armor. If you've got to go a funeral, if you've got to be at a wedding, if you're going to be a guest at a very important event, if you're going to be honored. Let's say you're the best plumber in your entire town and you're going to be at the Chamber of Commerce and they want to honor you for all the hard work and what you've done for the local community. It doesn't matter if you live in a town of 1,000 people and no one ever wears a suit. You want to have a suit for that day when everyone looks to you. Your family looks up to you, your little girls are looking up to you, and that's why the suit is important. Even if you only wear it once a year, when you do wear it, you want to look your best. You want this to be your suit of armor.

So starting off, there are going to be three colors that you want to look at -- that's going to be navy, charcoal gray, and gray. Now I throw the gray in there and I've usually said navy and charcoal gray but gray works and I've done a lot of research on this. When it comes down to color and formality, gray, medium gray, is perceived just as formal for the vast majority of situations as charcoal gray or navy blue. And if you're saying hey, I'm in New York City, I'm going to be going to a lot of formal events, then you're going to need a lot more than the 21-item essential wardrobe and you're going to want to have both the charcoal gray. You're probably going to want to own a black tie, basically a tuxedo, but that's beyond and that's not part of the 21-item essential wardrobe. It is into the core 84-part wardrobe and that's over in the Blueprint.

So your suit, one of those three colors. Go for solid, no patterns in it. You can go maybe for a slight herringbone, something that's very subtle, that's fine. Especially I know some of you guys are getting maybe suits handed down to you or you're finding them in thrift stores, you're going after and finding some great deals. And so if you find a great deal on a charcoal gray suit that has a slight herringbone pattern, you're going to be fine with that. The key there is when you buy that suit, make sure you get it to fit. The best you can with the shop that you work with. If you need to, take it to your own tailor and pay the extra money to get this to fit.

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Now after the fit and you've nailed that, I'll link over to an entire infographic on how a suit should fit. Can tell you within just a matter of seconds, if you put your suit on, look in the mirror and you can see where it needs to be adjusted. The tailor should tell you but not all tailors are going to pick up on things that are small and matter to a well-dressed man. So you want to be armed with that knowledge so that you understand how a suit should fit.

But beyond fit, we want to look at what makes a suit timeless, what makes it stylish? So it needs to work for your body type. Now, notice the width of these lapels. They're not super thin, they're not super wide -- these are timeless. They actually very closely match the necktie. So your necktie and your lapels right here, that should be pretty close. Although if you've got a really wide necktie or a really thin necktie and it doesn't fit your body type, you want to go for something that's proportional to your body. So if you're a bigger guy, a little bit bigger necktie, a little bit bigger lapels. If you're a really thin guy, a little bit thinner lapels, a little bit thinner neckties.

Makes sense? Yeah. You seem some people trying to pull off -- I think it was like Seth Rogen, I saw him on the cover of a magazine and he had like really thin fashionable lapels and it just made him look like a clown. Maybe that was what he was going for but that wasn't a good fit with his body type.

All of the other details and we'll get into that more in the article. But you want to go with something very simple, very classic, especially if you're getting something custom-made which you don't want to fall into is building the Frankenstein. Now I see this a lot. A guy goes and he gets his first custom suit and he wants everything, he tries to do everything. He wants a flashy inner lining, he wants the ticket pocket, he wants to have it so it's got patches on the elbows, it's got five buttons that all work here on the sleeve. No, I mean really in a classic simple suit, you're going to want 3 to 4 buttons, maybe 5 buttons right here on the...

This isn't something you can always control, you want to make sure that you've got the simple pockets with the flap right there, you should be able to tuck in the pockets and there should not be a big gap right there so it should look fine, almost like jetted pockets. Two pockets are all you need. Don't go with a ticket pocket on your first suit, that's more of a casual addition. You want to have one single breast pocket. Most breast pockets are going to be here on the left. You'll see on some videos I have it on the right, I just did that to have fun, it doesn't really matter what side it's on.

Again, we're talking about the color but let me see, the length of the jacket, well that goes with the fit but some, especially older jackets if you get one handed down to you, you may find it's actually and Armani did this in the 1980s. He really lengthened the jackets and a lot of modern jackets are really short. So you want something that just covers the curvature of your buttocks area. We get to the back of the jacket, we're going to have single-vent, no-vent-double-vent. I like double-vent if you can find it. Single-vent is going to be the most common. Be careful on your first suit with going with no vent. That's a trimmer look. It works well if you can get the jacket to fit perfectly.

Now let's talk about the lapel types. We talked about lapel widths but we're going to go with a simple notched lapel on your first suit. Don't go with peak, don't go with shawl -- for sure don't go with shawl unless you're going black tie. But peak lapels, that's going to be something a little bit more fashion forward and I wouldn't recommend it till your third or fourth suit. It works great if you're maybe a consultant or you own your own business and you're in the city quite a bit. But if you're not in the fashion industry, if you don't own your own company, if you don't wear a suit every day, then that's going to be something that's not as versatile as a simple notched lapel.

I didn't really get into fabric too much. I would say at this point, go with what you can afford. Understand the suit can cost anywhere from \$10 at a thrift store to \$10,000 if you go to a really high-end custom clothier who's using like gold buttons and things like that. Guys, you're going to most likely be able to find something in the \$500 to \$1500-range which is going to very much suit your needs. If you have to go below \$500, what you need to do is be going in thrift stores, be looking at sales, go to Nordstrom's, go to Neiman Marcus, Macy's, and try the best on and wait for these to go on sale. Occasionally, these big box stores have some great sales. Maybe work with a men's wear store, find out when they're going to have a great deal, but that's what you want to be looking for. You want to get something that's going to have a nice drape to it, 100% wool, those are the type of details you want to focus in on your first suit because this is your suit of armor.

So I spend a bit of time on that but I wanted to make sure and I've got other videos, I've got other details. Again, in my Blueprint, I spent an entire section and I go into a lot more detail. So if you really want more about the suit, go check out the Blueprint.

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Now let's talk about item #2, the sports jacket. So a sports jacket is something that a lot of men they know about but they just don't use. And they think that you need to go with something that's got the lapels folded over...

Honestly, I have one friend, he's down on Austin, Texas, and he's got this sport coat, it's a Billy Reid, and it's actually worn more as a coat. It folds up, it's got double pockets, it's actually more of a traditional sport coat than a lot of those we wear in and out of business settings, and it's a great-looking coat. And his thing about it is "Man, this thing just..." Honestly, he goes out on South Congress in Austin and he just has when I come up to him and start touching his jacket saying, "Wow." He's a good looking guy but that jacket, it just attracts people. I know, I've seen it work on him.

So understand the sports jacket. The beautiful thing about bringing this into your wardrobe, it's going to build up your chest, make your hands look bigger -- which are all masculine traits -- build up your shoulder which makes you look taller. These are all good things. Now you're going to want to look at gray, green, blue, or brown. Those are four very versatile colors depending on what you've got most of your trousers in. Be careful of gray -- I mean if you've got a lot of trousers that are blue, that are tan, then gray will work because it's a non-color and it will match a lot of those trousers. However, if you've already got a lot of gray trousers, then you're going to want to definitely look at going with the blue, going with the brown, going with the green. I personally find for my complexion, green really works.

So let's look at the style. Here in the particular style of the sports jacket, you're going to have a lot more freedom. You're going to be able to go with a sport lapel if you so choose, notched is going to probably be the most common. I didn't talk about this on the suit but 2 to 3 buttons is going to be the same with the suit. 2-button for most men, 3-button maybe if you're a bit younger or if you want something a little bit more formal. Right here, I'm wearing a 3-button suit. This is a proper 3-button suit. It's made the button at the top, 2 buttons. There are 2 1/2s and that's basically worth a 3-button but the top is not made to be buttoned and that's I find a nice medium. A number of my jackets are actually made that way.

When it comes down to other style options, the sports jacket is where you can start to throw on flat pockets and those are pockets that are sewn on to the outside of the jacket. We can also all of a sudden start to bring in the ticket pocket. The reason that you would want to have a little bit more fun with the style of your sports jacket is you don't want it to look like an orphaned suit jacket. And also if you go with blue, go with something that's more of a true blue. Try to stick away from navy unless you're going for a blazer.

And a blazer is an option if you're in a setting let's say you live in San Diego or you're up in San Francisco and you spend a lot of time going into the nautical world. Maybe you're on the East Coast, more of kind of the Ivy League scene,

then possibly a blazer would be a great addition versus a sports jacket. And for the info on what the difference between a sports jacket, a blazer, and a suit, I've got an entire video and article and infographic on that which I'll link to in the article.

Okay. So we talked about the suit, the sports jacket, only covered two items. So now I'm going to go a little bit faster because I want to make sure you're getting all of these. So the dress shirts, three dress shirts. Keep it simple, blues and whites. That's pretty much all you need. In fact, the first ten dress shirts a man owns is oftentimes just recommend blues and whites. You can bring in blue and simple white, one light blue, and either another white or you can bring in something that's got a bit of a pattern. Notice the pattern I've got on this shirt, very simple, very classic, it actually works well with a wide variety. To be honest, again, don't be bringing in a lot of bright colors. You can bring in maybe a lavender, maybe bring in a light pink, but be careful of those other ones until you've got your base. And again, I talk about this, I go into more in the core wardrobe, but the first ten shirts I pretty much recommend blues, white, and variations of such with patterns.

When it comes to the style and the design, go with the color which is going to work with your face shape. So if you've got a big round face, you're going to want to go with a color that's a little bit longer, a little bit bigger. If you've got a small thin face, then you would want to go with something that's a little bit smaller of a color... You can't always control this but what you can do is make sure to try to find clothing, buy from certain companies, once you graduate from the formula, I've got a list of recommended vendors. You're going to want to find someone that makes a color that's in proportion to your face. This is actually important because it's very close, notice how close the color is to the face so the color is one of the most important items.

Button-down collars are going to be informal and I don't recommend for your first three dress shirts. I would recommend that at a later point or maybe one of your casual shirts. If you wanted to go with the simple Oxford button-down, that would be fine. It really depends on your professional needs and your setting but not in your first three. I like to keep those simple so go with a simple, regular business collar. You can also go with a slight spread. Spreads though, you want to stay away from if you've got a wide or you got a little bit of the extra chin. Be careful of the spread, they can make your face look a little bit wider than it already is.

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So we've talked about the shirts, let's talk a little bit more about the fabric of the shirt. So fabrics of the shirt, 100% cotton. If you want to go with a non-iron,

that's fine as well, especially from a good quality company. But try to stick with 100% cotton when you can. You may pay a little bit more for it and you're going to see some fancy things out there like Pima cotton, Egyptian cotton, Sea Island cotton. Understand, that's just supposedly the length of the fiber of the cotton and what you're paying for oftentimes is going to be the name. Most high-end shirts are going to be using a cotton that's more than that's fine enough. Again, ideally if you're low on cash, what you would want to be looking at are certain brands, getting on their email list, watching when they go on sale. So a \$70 to \$80-shirt goes on sale for \$50, \$40, boom, you know to jump on it. Or if you see it a thrift store for \$5, you know to jump on it.

When you go to companies or businesses like Wal-Mart, Target, they're nice companies but honestly, the quality of the cotton oftentimes is mixed and you can score some deals. I've seen guys come out of Target get that stuff adjusted and they look pretty good but it's a 50-50 shot. They oftentimes don't trace and they're often cutting costs, the attachment, the button, look at the small details. Turn a shirt inside-out, look at the stitching on the inside, loose for the loose threads on the buttons. If you see something using mother-of-pearl buttons, most likely it's going to be premium.

So we've talked about the fabric, we've talked about some of the styles. I like to avoid breast pockets. Let's talk about the fit. Very important, like I've talked about with the suit and with the sports jacket, you get those adjusted. Get your dress shirts adjusted to fit you or have them custom-made. Again, one of your graduation gifts from this program. I'm going to give you a list of custom clothiers I recommend but if you decide to buy off the rack, understand that pretty much anything can get adjusted. Even bringing it in from a half-inch to an inch in the midsection area is going to make you look leaner. And if you spend time on a gym, you take care of your body, that's important. If you don't take care of your body, it's important because what you don't want to look like is basically a fat slob that doesn't care. No, you're a man, yes, you've got a little bit of excess weight but you know what, you care about the details and that's what you want your clothing to send the message of.

So three casual shirts, really quick, everything I just talked about pretty much applies to them. Keeping the color simple, the pattern simple, but you maybe want to look at polo, bring in maybe a chambray, that's a great, great option especially if you're getting a lighter weave, it's going to be very versatile. You see a lot of check, a lot of --I'm going to mispronounce this -- gingham. I kind of live in this life a little silo here in Wisconsin and so I read things but I don't always pronounce them or talk about them and I don't actually own a lot -- this is more of a very modern trend.

We're seeing a lot of these check patterns pop up in shirts. I'm not going to say it's bad, I think it's actually an improvement. But just make sure that it's a neutral color when you start off because you want it so that it matches a wide variety of things. If it's too bright, it may look good with certain things in your wardrobe but it's not going to be versatile. Another option is to go with a simple Oxford and this maybe some of you guys consider a dress shirt, I consider it as more of a casual, it's usually going to have a button-down.

The big thing here is we've got a basket weave and within that basket weave, we've actually got a white and maybe a gray or a black and that gives off gray. We've got a white and a red and so it gives off a pink. Or we've got a white and a green which gives off like a mint. Or white and dark blue which gives off a light blue. I like them because they look like a dress shirt, they look like a nice button-down but by style, by the fabric, they're much more casual and they fit very well into a wardrobe especially because they stick with usually lighter colors.

Okay. Dress shirts, casual shirts. Let's talk about trousers. Jeans, slacks, chinos, gray flannels -- they don't have to be gray, you can also get blues in and brown flannels. When it comes down to it, those are going to be your options there. Most guys already know about jeans but make sure you've got one pair of jeans that they're dark, non-distressed, they look great on you, they fit really well -- that's what you want. I do have a number of brands I'm going to recommend. It's amazing what you can find out there in terms of jeans. But you can find some Levi's that will work perfect for you or you may want to spend a bit more money and get something custom made.

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When it comes to chinos, understand there are chinos, there are chinos, and there are chinos. There are these distressed chinos which are very casual and you want to be careful of because that's not going to part of your essential wardrobe. Instead, you want to go for more of a refined chino. This is going to be something that looks like a pair of khakis, it's going to fit you very well but you could actually wear a pair of dress shoes and that Oxford shirt and it would look solid. If you feel that the chinos are too casual, like they've got side cargo pockets or things like that you want to avoid. Cargo pants aren't all bad. Actually I've got them and I list them over in the Blueprint. I talk about cargo pants but they're not going to be items that you want to have in your essential wardrobe.

Okay. So we've talked about chinos, now let's go over and talk about flannels, THE most underused item in a man's wardrobe. I think every man should have a pair of flannels. Even if you live in a tropical area, go with a lightweight weave flannel. I mean they feel great, oftentimes you're in an air-conditioned area, yeah. And if for some reason, if you don't want to go with that, then look at



linens. I think a very nice lightweight pair of linen trousers that are made and there are some that are wrinkle-resistant, that is really nice as well.

And then that takes us to slacks and slacks, worsted wool. Again, pretty under-utilized except -- you know, oftentimes we'll get this with our suit and then we'll wear it separate from our suit, so don't do that. Don't do these slacks separate from your suit and think you've got two things covered. You want to keep your suit together. But one thing I would recommend on this too is get an extra pair of trousers, in case they get damaged, they'll lengthen the life of your suit.

But the point is you can find some great worsted wool trousers out there, especially at thrift stores because they're often orphaned from a suit and you can get some interesting patterns. You can also have them commissioned to be made so if you're looking at custom, I'm a big fan of getting a really nice light pair -- I've got some over here made from Holland & Sherry. I have some trousers made from this -- amazing! Made from a lightweight material in a dark brown. I'm going to Arizona, I'm going to wear this, I'm going to look great and they're more comfortable than jeans. They're very breathable and I feel good in them.

So three. I gave you a number of options but depending on where you're at and where you're located you're going to want to then go for that.

So I talked about trousers, let's talk about footwear. Three pairs of shoes. Really it's going to depend on what your needs are. Let's start off with every man probably needs to have something that's going to work with a suit where we talked about the suit. So you're going to need to have a pair of Oxfords or Balmorals. Basically these are closed-lacing system type of shoe, very simple, usually in black although you can go with a very dark brown. If you're wearing a navy suit, dark brown will work with it. Maybe brown is your color, you're not a black type of shoe kind of guy. So that is an option.

Let's also look at what else do we have, boots. If you're in an environment in which it rains, it snows, it sleets, then a pair of dress boots are going to look great. Chelsea Boots, also a pair of Chukka's can be an alternative as well but I like those for inclement weather. One thing with boots is if they've got a leather bottom, look to get them basically rubber soles put on the bottom of them so you're got more traction. For me, boots need to have more traction and they are a lot more forgiving in the sense you can add a bit of traction to them and get away from it.

Now let's talk about the casual shoe. This is going to be a type of loafer. There's a wide variety of loafers out there. There's going to be penny loafers, tassel loafers, we've got one with a little bit of metal going across the front -- I can't remember it right off. But there are also boat shoes. You're going to be able to

bring in moccasins. Really, it's going to come down to what is your professional need.

Sandals are an option especially if you're in a hot area and you get a very fashionable pair but understand, sandals are very -- and I do have them, we'll get into seasonal -- I've got them there just because of seasonal but realize that maybe if you're spending a lot of time on the beach. If you're spending a lot of time in an environment close to the water than sandals can work for you. However, be careful with sandals in your essential wardrobe. I think they just barely made the cut here. I should have probably put them in the 42 but I wanted to let you guys know I'm thinking a little bit outside the box.

Another thing in there I think I like the double monk -- the double monk strap or a pair of brogues. And you can go for a pair of semi, you can go for Full brogues, the Wingtip, those look really nice. And for a man that doesn't wear the suit very often, I think in the United States, if you've got a pair, I think it was over at, was it Paul Evans, The West, you can get away with wearing that with a suit.

And so for some of you guys who don't want to wear the Oxfords and you wear jeans a lot more, you're much more casual, you wear a sports jacket and I almost fit in this category because I tell you, I don't wear my suits very often, I could get away with a pair of full brogues, wingtips, really nice.

**[0:25:01]**

Okay, so that's footwear, so neckwear. And this is where I've got two items here in neckwear. You might want to subtract, you may not ever wear a necktie. Neckties are powerful though. Notice the color of this necktie, it's red, and I've talked about **[0:25:15] [Indiscernible]** out there. It actually has a very powerful effect on persuasion.

But another thing about the necktie is that it draws attention to the face. If you are in a business environment, if you do wear neckties, you got to have at least two, you've got to be able to change those things out. And you want to have something which is classic, simple in design. So almost solid with a small repeating pattern, that's going to be fine. Stripes are going to be a good option. Solids are going to be an option for you and you want to look around. Once you start getting in the paisleys, you start getting into club patterns, you want to be careful. Anything that's got a motif on it or it's actually screen printed on there, you want to be very careful. That's not part of your essential wardrobe.

What we also could have put in neckwear are scarf and I also have this in seasonal. But let's just say you don't wear ties very often, you need to have at least one tie. And I'm not going to recommend by the way your first tie be red.

You want to probably go with maybe a dark green or dark blue, something that's a bit more muted. You can go with maybe a burgundy, something that's muted because if you have to wear it to a funeral, you don't want to draw attention to yourself. Although if you've only got red, just showing respect and wearing a dark suit is perfectly fine.

But scarves, if you're in a cold climate, you definitely could substitute the scarf in here. If you don't wear neckties at all, then just go add on an extra shoe. Belts, one belt. I first were going to recommend two but I decided just go with one. I like basically reversible belts, black on one side, brown on the other. Let's you get the best of both worlds. What you want to pay attention to with the belt is make sure it's proportion and it works with your style. Better to start with a dress belt and go with one that's too casual because you can get away with it and oftentimes, if you're dressing casual, you're going to be able to get away with a dressier belt than you are with a casual belt that's oftentimes not going to fit into the belt loops. Casual belts usually are about 1-1/2 inches to 2 inches in height while dress belts are going to be less than 1-1/2, closer to 1 inch in height. In addition, look at the proportion of the buckle.

Now seasonal items. This is where it depends where you're at and I threw out some examples, you've got to find what works best for you. I live in Wisconsin, it gets cold. I need to have a seasonal jacket. I need to have something that takes care of me. So we put the parka on there but honestly if you wanted to go with a pea coat, if you wanted to bring in maybe a duffel coat, if you wanted to go with something that's little more casual, you wanted to bring in a Barbour, you can do that. But have a great looking jacket especially in a cold area because this is the only thing that sometimes people are going to see on you. If you're in New York City, invest in a really nice overcoat, one that goes farther down, can button all the way up. You may have to get it custom made but this is what people are going to see when you meet them on the street and you're talking for 30 minutes and they're going to make an impression.

I've also got shorts in there. Some of you guys may not be short wearers, that are fine, but other guys you love shorts. If you're going to go with a pair of shorts, avoid the cargo shorts. Notice there is no cargo on there. You don't have to go as high, I think we've got a higher example of showing a little bit more leg. Other things, there's many other things we could have thrown into the seasonal. Go over to infographic, go check it out, but that's kind of the catchall.

Guys, that is the 21-item essential wardrobe. There are a number of things I didn't talk about and again, I'll go into that more in the Blueprint. We go from 21 to 42 to 84 and I go into a lot more detail. So you think I'm getting into detail here, I've got an entire article devoted to each item in the core wardrobe so that you can go out there and make a smart purchasing decision. What you want to

be careful of is when you buy things that are outside of the core wardrobe because you may find that you're spending quite a bit of money on shirts which again aren't interchangeable and you're not going to get that much use out of. Better to focus in on classic, versatile investment pieces.

All right guys? All right, see you in the next section.

Okay, guys, that was the 21-item essential core wardrobe. Now I say essential core wardrobe. Again, what I want you to take from this is this is the 21 items in my set of concentric circles right here in the center. Outside of that, I've got another 21 items which I would add into that which I talk about in the Blueprint and then on top of that I've got another 42 items for a total of 84 items which we have in a man's complete wardrobe.

Now that's over in the Blueprint so this is just the beginning of it. I went through each of the items but the key thing I want you to remember is go for classic items that are versatile so that you can make smart investments and as you're buying more or you're spending more, you're actually going to get more from your money because you can change them around, they all work with each other and you look good every time you wear the clothing.

All right, guys, let's go to the next section.

**[0:30:04] End of Audio**