THE STYLE SYSTEM

PATTERN MATCHING MADE SIMPLE

Matching is the art of avoiding clash (when your eyes get confused by an outfit).

• Golden rule of matching: **Differently sized patterns.**
• No matter how many patterns you wear - no two patterns should be the same size and scale.

Patterns And Formality:
• The more noticeable a pattern is, the less formal it is.

Suits/Jackets/Trousers:
- Dark, solid colors are most formal.
- Bolder checks with contrasting colors (windowpane) is least formal.

Shirts:
- Solid white is most formal.
- Graphic design/prints are least formal.
Neckties:
- Solid colors or muted patterns are conservative
- Novelty images are least formal.

Introducing pattern into your wardrobe:
- **Suits:** Dark, solid colors, muted pinstripes. Bolder patterns are not a wardrobe staple.
- **Trousers**: Solid colors. Patterned trousers are not a staple.
- **Shirts:** Solid colors / pastels with stripes, checks and candystriping patterns all work.
- **Neckties / Pocketsquares:** Most common pattern accents. Feel free to experiment.

• A simple outer layer (suit or jacket/trousers) with a plain or lightly-patterned shirt and bright, boldly-patterned accent is irreproachable style.

• The best outfits involve a mix of solid colors, patterns and visible textures that help guide people's eyes to you and keep them there.