



HOW TO LOOK LUXURY = WITHOUT = LOOKING FAKE OR TACKY

The quiet codes of
elegance, polish,
and presence.



A free style guide





01 — WHAT LUXURY REALLY SIGNALS

Luxury is not price. It is perception.



Fit before flash —
clothes that skim, not squeeze.



Quality before quantity —
fewer, better pieces.



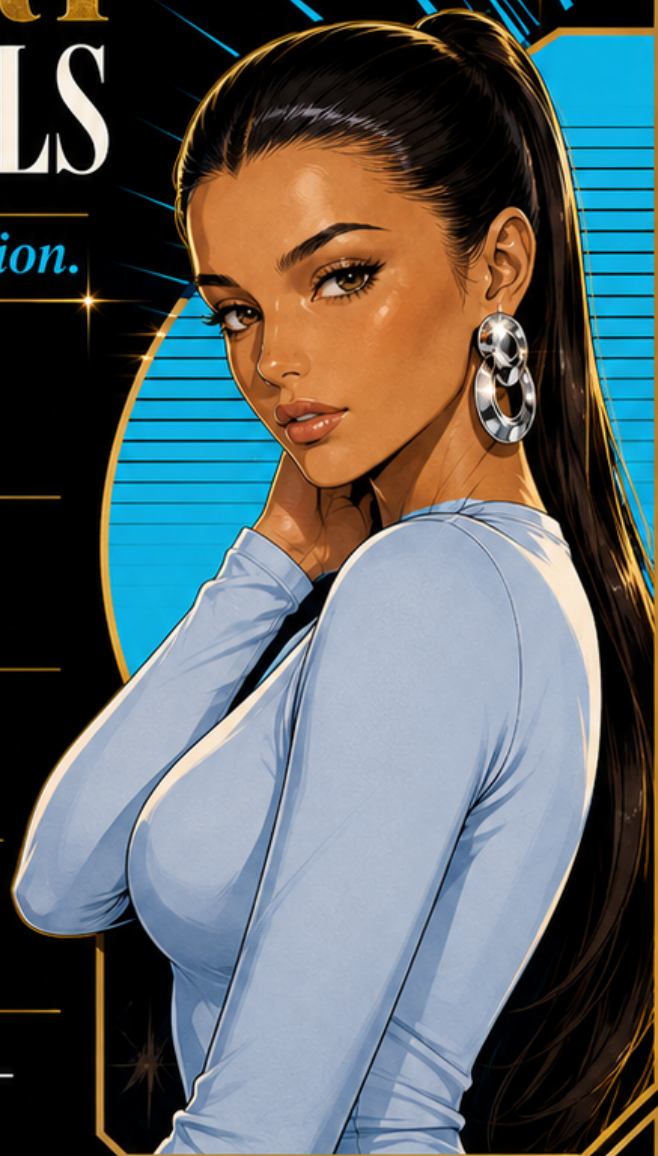
Restraint before excess —
leave space to breathe.



Grooming before gimmicks —
polished hair, skin, and nails.



Presence before performance —
calm confidence wins.



“ If people notice your polish
before your labels, you’re on
the right track. ”

02 — THE 7 GOLDEN RULES

- 1** **Tailor everything** — even affordable pieces look premium when the fit is perfect.
- 2** **Choose a refined palette** — black, cream, white, camel, navy, chocolate, and one accent.
- 3** **Favor rich textures** — wool, poplin, satin, suede, leather, and structured knits.
- 4** **Limit logos** — one subtle signature beats head-to-toe branding.
- 5** **Use one focal point** — statement earrings, bag, or shoes, never all at once.
- 6** **Keep beauty polished** — sleek hair, soft skin, fresh makeup, clean manicure.
- 7** **Move with ease** — posture, slow gestures, and composure read luxury.



*Luxury isn't
loud.
It's felt.*



03 — TACKY TRAPS TO AVOID

AVOID



Too many logos



Cheap shine



Over-accessorizing



Trend overload



Wrinkled clothes



Loud everything

DO INSTEAD



Choose one quiet signature piece



Pick matte or rich-finish fabrics



Wear 2 or 3 intentional accessories



Build a personal uniform



Steam, press, and lint-roll



Choose one main statement



Luxury is edited. Tacky is overcrowded.





04 — YOUR LUXURY FORMULA

1 COLOR FORMULA

70% neutrals + 20% texture + 10% accent.

2 OUTFIT FORMULAS

- ◆ Structured blazer + sleek top + straight-leg trousers + pointed shoes
- ◆ Simple black dress + sheer tights + sculptural earrings + mini bag
- ◆ Fine knit + dark denim + belt + clean pumps or loafers

3 ACCESSORY FORMULA

Structured bag / sculptural jewelry / elegant watch / refined scent



Pick one signature element and repeat it.



05

THE 24-HOUR LUXURY RESET

TONIGHT

- ✓ Steam tomorrow's outfit
- ✓ Clean your shoes and bag
- ✓ Shape brows and nails
- ✓ Prep a soft, polished hairstyle
- ✓ Sleep early and hydrate

TOMORROW

- ✓ Wear one clean, well-fitted look
- ✓ Keep makeup fresh and luminous
- ✓ Add one elegant accessory
- ✓ Stand tall and speak slowly
- ✓ Let your energy stay calm



**Luxury is not louder.
It is cleaner, sharper, calmer.**

Save this guide and revisit it *before* shopping or styling.