A PRACTICAL GUIDE TO

STYLE

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DISCLAIMER #1

This guide is meant to first and foremost be **practical and applicable** to most guys who actually go out and game.

This guide is by no means a definitive statement on fashion or anything other than **practical and applicable** advice that will make your game more effective and your interactions smoother.

DISCLAIMER #2

Style alone won't get you girls. It will make things easier, but you still need good game.

Contents

WHY STYLE MATTERS IN LIFE, DATING, AND GAME **4**
SHOULD YOU EVEN CARE ABOUT HOW YOU LOOK? **5**
YOU'RE BEING PUT INTO A BOX **6**
ARE YOU REEKING OF LOW VALUE? **7**
3 LOW-VALUE EXTERNAL INDICATORS & HOW TO FIX THEM **8**
1) HYGIENE AND ODOR PROBLEMS 8
2) BAD HAIR PROBLEMS 9
3) FASHION ISSUES 9
HOW TO LOOK HIGH VALUE **11**
WHAT WOMEN SEE IN YOUR CLOTHES 11
ONE CAVEAT 11
WEAR NEW SHIT 11
ONE SUGGESTION FOR BOOTCAMP 12
WHY OUTFITS MATTER **13**
THE M.U.C. LOOK **14**
HOW TO GET M.U.C **15**
GO OUT AND OBSERVE 15
INSTAGRAM 16
MANNEQUINS 16
A COLLECTION OF OUTFITS AND WHY THEY WORK **17**
INDIVIDUAL ITEMS: PIECES OF THE PUZZLE **20**
DRESSING FOR THE VENUE **22**
NIGHTGAME 22
DAYGAME 22
THE TWO MOST IMPORTANT QUESTIONS YOU SHOULD ASK ABOUT ANY PARTICULAR ITEM **24**
1. DOES THIS ITEM FIT ME? 24
2. DOES IT LOOK NEW? 24
BRAND VS. QUALITY **25**
THE MONEY ASPECT **28**
WHAT TO DO BEFORE BOOTCAMP **28**
FINAL WORD **28**

WHY STYLE MATTERS IN LIFE, DATING, AND GAME

To really understand game, you have to understand the concept of indicators.

In every moment of any interaction with a woman you desire, you're giving off multiple indicators of your true value. Who are you *really* on the inside? The words you choose. The micro-expressions on your face. How you say a certain line and with what tonality.

If those indicators lead a girl to believe you're a high-value man, you get attraction.

If those indicators lead a girl to believe you're a low-value man, you get rejection or indifference at best.

Simple as that.

But here's the catch. Very often, you're not even AWARE of the indicators you're sending out.

Indicators are mostly unconscious choices you're making without paying attention to them. Honest signals of your true nature.

So, what does all this have to do with style and why even bring this up?

You see, style, or the way you present yourself to the girl and to the world, is one of the most fundamental indicators in game. And one that is very often neglected.

Yet style is also the easiest indicator to fix. With the right knowledge and guidance, anyone can learn to upgrade their look with just a few simple personal decisions.

Which is what this guide is designed to help you accomplish.

Let's get started.

SHOULD YOU EVEN CARE ABOUT HOW YOU LOOK?

So why even care about what to wear or how to present yourself? Does it even really matter to girls if your game is super-duper advanced? Can't she see your alpha inner game and be super turned on and aroused by that alone?

I can tell you this. Can you get girls while dressed like a slob? Yes. I've seen guys with mediocre fashion sense who have gotten occasional results in the field. That said, this is a rarity to the point of almost being irrelevant. And the "success" these guys get isn't exactly anything to be proud of.

The thing about style is that it works in tandem with game. **It's part of the whole picture of YOU that the girl is trying to figure out.** And working on it even a little will very likely make game easier in a variety of ways. For some guys, especially guys who badly need a complete overhaul, it might make game significantly easier.

But in what ways?

Firstly, it might make the first 0 to 30 seconds easier and get you fewer instant rejections. Too many guys can't get the time of day because they're scaring off women on the open.

It might make you more relevant to her as you clearly indicate that you're a guy who "gets it" and belongs in her world. This is especially important with the hottest girls.

It might make you stand out among a sea of bland, boring men who all look and act the same.

It might make you come off as a guy that she'd be proud to be with in public and to show off to her friends and family.

Although it won't happen all the time, it might actually get HER to approach YOU and give you a compliment or start off a conversation.

Lastly, it might help her justify going home with you as she feels more comfortable with someone who looks the part of someone she'd sleep with.

And by the way, I have some news for you . . .

YOU'RE BEING PUT INTO A BOX

Whether you like it or not, this is a visual world. We make instant decisions on how people look all the time. We judge each other based on looks all the damn time. *GASP*

In many ways, this is a purely evolutionary process. In the wild, animals must decide within seconds whether someone is a friend or a foe. Prey or predator. Lover or loser.

In the human world, the same phenomenon occurs in a very similar way.

Yes, women really are putting you into a box, but it's not always the one you think.

While society thinks that looks are basically set in stone, there are actually a ton of factors that comprise "looks" that are really just choices you've made. Whether in the moment, that morning when you got dressed, or over time.

Overall, your style is a clear indicator of who you are. Because your choices and actions ARE who you are. Your style choices are also a very clear indicator of what world you inhabit. Your social status. Your social awareness. Your sense of "cool." All these things are of utmost importance to women.

You woke up this morning, you made choices about what you were going to wear and how you were going to present yourself to the world. Hours later, in just a split second, she can easily tell what those choices were. And from that, she can derive an image of the kind of person you are.

Ultimately, in combination with your behavior and actions (i.e., game), she is determining your suitability as a potential mate. Even if it's just for one night.

For the record, style can be complicated because it changes depending on trends. Style is also subjective: Different women are drawn to different guys with different looks.

But what matters at the end of the day is one thing: Are you presenting yourself as high value or low value?

ARE YOU REEKING OF LOW VALUE?

Let's talk about instant rejections for a second.

You walk up to a girl, say an opener you've seen on YouTube a million times, and she looks at you and instantly faces the other direction.

You try to persist, but nothing turns the interaction around. Ten seconds later she walks away.

You've been instantly rejected. It sucks. So sad.

And all it took was a 3-millisecond sideways glance.

I can tell you definitively that a major reason for instant rejections is what I call "Low-Value Presentation."

Meaning: You are very clearly indicating one, maybe two, maybe 10 negative attributes that make her realize within seconds that you are not someone she wants in her life.

Literally the same opener, said in the same way, could have yielded a different result if you just looked the part of a high-value man.

But you didn't. And now you're sad.

Now, here's yet another disclaimer. Style isn't the only reason why you might be getting this kind of reaction on the open. Bad sub-communication and weak tonality get this kind of reaction too. Sometimes the girl just isn't in the mood to talk to anyone or doesn't even speak your language. It's not ALWAYS a style thing.

But if your presentation is completely awful AND you're experiencing this phenomenon repeatedly, I would start with fixing your style.

So how do you fix low-value style mistakes?

3 LOW-VALUE EXTERNAL INDICATORS & HOW TO FIX THEM

1) HYGIENE AND ODOR PROBLEMS

Simple question: Do you smell?

I see too many guys who go out and absolutely reek of body odor.

Maybe they don't know they smell and can't smell their own smells. Maybe no one has ever told them. Maybe they didn't shower or they used a bad deodorant or none at all.

Fact is, you might literally be scaring off women just with your smell.

Even if you take a shower before you going out on bootcamp, this might not be enough. After a couple hours of walking around a club, you might work up a sweat and completely cancel out that shower.

The smell issue isn't just a body odor thing.

Bad breath is way too common a problem. And guys just don't realize it's a problem because, well, it's happening in your mouth.

How do you expect a woman to talk to you for more than a minute if your mouth smells like a dead rat?

SIMPLE FIXES

- **Shower right before going out.** If you're about to go out on bootcamp, shower right before you show up.

- **Use a good deodorant and antiperspirant.** There are plenty around, but make sure that yours actually does the job. For the record, deodorants only masks body odor; they don't eliminate it. An antiperspirant will literally stop you from sweating. Use both.

- **Brush and floss your teeth regularly and especially before going out.** This goes for bootcamp as well.

- **Make sure you're not gaming on an empty stomach.** This is one that most guys don't know about. Very often the cause for your bad breath isn't anything happening in your mouth, but the fact that your empty stomach, carrying nothing but stomach acid, is sending fumes up your throat and out your mouth.

- **Avoid garlic and onion.** Want to smell like garlic and onion for 5–6 hours after eating both? Then don't eat garlic and onion.

- **Bring gum and/or mints.** Just do it. Very often bathroom attendants at clubs have these ready for you to buy. But don't count on this.

- **Stay hydrated in the club.** Even if it's just a water or cranberry juice.

2) BAD HAIR PROBLEMS

I've seen so many different variations of bad hair choices that I can't even single one out.

Okay, I'll single one out.

If you're severely balding, growing out your hair or trying to mimic something that isn't there just won't work.

If you look like Ted Kaczynski, maybe get that handled.

If you get your haircut at Supercuts, it probably shows.

SIMPLE FIXES

- **GET A MODERATELY EXPENSIVE HAIRCUT.** Look, this isn't something you have to do all the time, **and it doesn't even have to be that expensive**. But do a little research and go to the best barber or salon in town FOR MEN (this is key). The truth is that there really is a massive skill gap when it comes to hair professionals for men. You want someone who specializes in just men and cuts men's hair all the time. As far as cost, you can find awesome barbers in the US for as little as $40.

- **PICK A COOL HAIRSTYLE THAT WORKS FOR YOU.** As with the rest of fashion, there are styles that are out and styles that are in. If you go to a top professional, they'll usually know how to get you the "cool look" that's in right now. They'll also advise you on what specifically would look good on your head shape.

- **COPY A CELEBRITY OR INFLUENCER.** Know a public figure who has your exact head shape? Go on their Instagram and take a screenshot, then show it to your barber/stylist and ask for their opinion. Generally speaking, pick someone who's somewhat of a sex symbol (not like Seth Rogen).

- **IF YOU'RE 80% BALDING, MAKE IT 100%.** Balding is a toughie. What I've found is that if it's just slight balding, don't worry too much about it. But if it's starting to look like a losing battle, getting either a close buzz cut or going fully bald is a massive step forward and is even a great look in its own right.

- **IF IN DOUBT**, ask Todd or a coach on program for some truth about your hair situation.

3) FASHION ISSUES

There are a lot of different ways to look bad or appear low value, so I'll go into the top mistakes here.

In all honesty, most guys who have style problems are committing more than one mistake.

If any of these ring a bell, ask Todd or the coaches for a style check on bootcamp.

LAZY/CLUELESS FASHION
You have no real sense of style and just throw on clothes without any consideration for appearance or the venue you're going to.

Maybe you've had someone pick out your clothes for you (maybe even your mom).

You go to the club wearing clothes you also wear during the day or to the office.

OUT-OF-DATE
You've been wearing the same clothes for literally years and they're no longer cool. Maybe they once were cool. But they aren't anymore.

There are clothes that are "in" and you're wearing the exact opposite of that.

OLD CLOTHES
The expiration date for your clothes has passed by a couple of years, but you're in denial. Multiple wash cycles have dulled the color of your clothes and have even changed their shape. Your clothes are constantly wrinkled. Your T-shirt collars are stretched and weirdly shaped now, even though they were fine before.

Basically, your shit just looks old.

BAD FIT
Shirts are too loose and wrinkled. Pants are too baggy. Nothing actually fits your figure.

BORING
Nothing about you stands out in a positive way. You look bland and boring. Like just another Joe Schmo in the club.

YOU LOOK TACKY (OR ARE TRYING TOO HARD)
This last one is actually an opposite problem to the ones listed above.

If you have this problem, you realize that fashion matters, but you don't actually GET fashion. Maybe you're trying over-the-top outfits that don't quite fit your personality.

Maybe you're going for big, expensive brand names with giant logos that make you look like a shmuck. I constantly see guys spend $500 on a giant logo Versace/Gucci/LV shirt that totally doesn't fit and doesn't fit anything else they're wearing. This is not a look that women fantasize about.

HOW TO LOOK HIGH VALUE

Let's get one thing straight before we dive in: This isn't a typical fashion guide, as already mentioned. My goal isn't to be some absolute godlike authority on this season's greatest look.

This is a practical guide to fashion that will help you with girls, help you on bootcamp, help make your game more effective, and that is accessible to the average student of game.

If you want to take these pointers and go above and beyond, go right ahead.

WHAT WOMEN SEE IN YOUR CLOTHES

First and foremost, as mentioned already, women see choices.

Choices you made to get that look. Choices that are indicators of who you are, your social status, your economic status, your social skills, what world you inhabit, **and last, but not least, how you perceive yourself.**

That last one is, in my opinion, the most important concept when it comes to understanding style.

You woke up, got out of bed, put on clothes, and presented yourself to the world in a certain way.

And it shows.

Especially to women.

In general, women are a million times more perceptive to little style indicators than most men. And this is especially true for the hottest women.

ONE CAVEAT

Fashion alone isn't going to get you laid. You still need to talk to the girl. You still need good game.

All fashion can do for you is make the high-value "whole" of who you are that much more persuasive.

And that makes it easier for you.

One thing to keep in mind: Dressing well is a skill. One that, like having game, anyone can learn.

Okay, that said, let's dive in to the "What" of "What to wear."

WEAR NEW SHIT

All right, I know for a fact that this is a contentious point for a lot of guys. Most men seem to think that once you buy an article of clothing, it'll always be as good as the day you bought it.

Hate to break it to you, but that's just not true.

In 2019, most clothes that are actively worn lose their "newness" pretty quickly.

Think about how much your clothes get abused by normal wear. The fibers are constantly getting beaten up. Your sweat changes the color of the fabric. Each wash cycle stretches or compresses the fibers. Lint and tiny specks of dead skin accumulate over time.

I honestly believe that women notice the newness of your clothes before they pay attention to anything else (especially your shirts).

New clothes just look better. They fit the way they're supposed to fit. They indicate some degree of financial stability.

Also, you just feel better in new clothes. Take that for what it is.

ONE SUGGESTION FOR BOOTCAMP

Don't wear anything over 6 months old. The only exceptions are truly nice designer jeans, and jackets or shoes that don't look dated. If you show up to program wearing stuff you've owned for 5 to 10 years and clearly doesn't look good on you, you're going to spend the whole program fighting an uphill battle. Not that it can't be done, but why make game harder for yourself?

WHY OUTFITS MATTER

It's not enough to just wear "nice" clothes. Having nice shoes when your pants and shirt don't work with each other just doesn't make sense.

The fact is, your look isn't just one article of clothing. It's not just your T-shirt she's looking at. It's everything combined. Too many guys think that upgrading their fashion is going out and buying a new shirt but keeping their old blue Levi's that they've worn every day of their adult life. This just doesn't work.

Clothes must work with each other.

Your aesthetic has to work from top to bottom. And moreover, your look is defined by everything you're wearing, including your facial hair and hairstyle.

Some clothes work together to create a look that stands out and says something about you. Other clothing combinations just make you look uncoordinated and even somewhat clueless.

The interplay of colors and textures and accessories is ultimately what makes the look work. Which is why instead of looking at individual pieces, you should be looking for complete OUTFITS that work from top to bottom.

If you're just starting out, all you really need for bootcamp and for going out is ONE GOOD OUTFIT for going out at night and day. An outfit that actually works. Start with that.

In my opinion, the outfit is 80–90% of the look you're giving off.

So, what look should you go for?

THE M.U.C. LOOK

As a man, you have a lot of options when it comes to looks. Most of them, frankly, are not going to help you when it comes to women.

Very rarely, I do see some guys on bootcamp who pull off a unique look that works for them. I've seen guys who actually are hipster/rocker guys and can pull off that look successfully. I've seen hippie guys who have a cool, edgy look that works for them. If you're one of these types, by all means, go with that style . . . as long as it actually works for you and GETS RESULTS. Which is the key anyway. For the record, this only applies to like 5% of men.

For the 95% who don't quite fit into any particular appealing stereotype, there's one style/look/presentation that generally works across the board with most women, and especially the hottest women.

Chances are you've seen this style in the club, you've seen it on celebrities, and you've seen it all over social media. There is something inherently high value to it, which is why you see it on high-value people.

And by the way, that's the reason why this look even works. High-value people wear it, and if you wear it, you must be high-value as well. This might not be a conscious thing that any woman would ever admit, but you better believe that it's subconsciously working in the background of her brain.

The goal of this look is to tell her that "you get it" and that you're socially savvy and in the know enough to dress this way.

It's a look that I like to call M.U.C.: **Modern. Upscale. Casual.**

Let's go into each one of these briefly.

MODERN: You're up-to-date with what is considered stylish and with what socially savvy men wear in this current year.

UPSCALE: There's a certain quality to your look, to the individual pieces you've chosen, to how they all fit together, to your accessories, that very clearly indicates that you are doing well in life.

CASUAL: There's a relaxed aesthetic to what you're wearing. You're not doing anything too formal, nothing too try-hard or over-the-top, but not lazy, either. In short, there's something cool about what you're wearing.

HOW TO GET M.U.C.

The hard way to get M.U.C. is to go out and bounce around from store to store, trying on random items for hours on end, trying to be creative and assembling a look that you think works for you.

I've seen some students who are amazing at this, usually guys who have been into fashion for a while, but the truth is that most guys suck at this. The fact is that you don't even have to shop this way. There's no real benefit when you can just do it the easy way.

And when I say "easy way," it's so shockingly easy that most guys are resistant to it because it almost feels like cheating. Like something you've been taught is wrong your whole life.

What is the easy way?

"Good artists copy. Great artists steal." —Pablo Picasso

That's right. Steal it.

Go into any top club in the U.S. or Europe and you'll find an interesting phenomenon.

The coolest guys, the ones surrounded by hot girls, are dressed a lot alike. Sometimes almost exactly alike.

Why is that?

Well, they're *literally* copying each other. Emphasis on literally. They're copying celebrities. They're copying influencers on social media and models in men's magazines. But in all honesty, they're copying each other.

And that's what you're going to do.

There are essentially three ways to steal it for yourself.

GO OUT AND OBSERVE

This is the single best way to find what to wear.

Style is culturally determined by what people are already wearing. Especially the cool people.

So go to a top club and spend a couple of minutes looking around the room. Who are the coolest guys there? The ones surrounded by girls. What are they wearing?

Almost always, it's some variation of the M.U.C. look.

Some clubs have different vibes. Some have a more hip-hop feel that emphasizes high-end streetwear brands. Some are a little classier and done-up.

If you're going to a particular club again and again, just copy the aesthetic of the top guys in that club.

Hell, be friends with those guys and ask them where they got what they're wearing. This is a great way to not only learn what's in style, but on a totally different level, befriending popular guys who are surrounded by girls and have connections can help you immeasurably in game.

INSTAGRAM

For the foreseeable future, social media is going to determine what's "in" in a big way.

Thanks to influencers and Instagram accounts dedicated to style, it's pretty easy to find outfits and looks that work.

What you'll find very often is some variation of the same look on multiple accounts and on multiple influencers. This is a pretty clear indicator that it might be an outfit you want to copy.

There are thousands of accounts, but these are the ones I'd recommend if you want to get started:

@mensfashionhubb
@wwmenfashion
@menwithstreetstyle
@mensfashiongood
@magic_fox
@streetstylegents
@**fbysam** (This guy actually puts on outfits and shows you how to style your own)

You can also do a search by hashtags. **#mensfashion #mensstyle**

MANNEQUINS

Store mannequins can be massively helpful.

Fun fact: Massive retail and fashion companies spend millions of dollars on stylists and fashion experts to create the clothing arrangements that go on mannequins.

People who have studied for decades at top fashion schools and understand what looks good have picked those clothes out and thrown them on a plastic dummy. And all you have to do is go to a salesperson and tell them "I'd like to try on literally that outfit" and they'll help you with the rest.

That said, use your own judgment: Some stores get a little too nutty with their arrangements.

A COLLECTION OF OUTFITS AND WHY THEY WORK

I'm about to show you a sample of looks that are objectively "in" right now and that give off the modern, upscale, casual look. Each one works as a complete outfit because of the combination of color, texture, and aesthetic elements.

****You can definitely go above and beyond what's shown here, but these are good starting points for most guys.****

Feel free to copy these outfits piece by piece—take a screenshot when you go shopping and try to copy the look in a store. Or do your own research on Instagram or infield.

By the way, not every outfit is going to look good on every guy. You actually have to try them on and see how they work on your body and with your skin tone and undertone.

If one speaks to you more than others, that's probably the one you should try to copy.

INDIVIDUAL ITEMS: PIECES OF THE PUZZLE

Outfits are combinations of individual items. Once you have a look that you want to achieve, you have to actually put it together. Here's a quick primer on picking clothes.

T-SHIRTS: Not all tees are created equal.

Generally speaking, the most important thing about a shirt is the fit and the cut. Unless you're actively going for an oversized look (or concealing a belly), you want shirts to fit you. Too loose, and it looks sloppy. Even oversized shirts usually fit the shoulders perfectly.

There are also certain cuts of shirts that are clearly in right now (see photos above for examples). Lastly, unique, high-end, distinctive textures can really add to your look and even get you positive comments.

NOTE: Even though I mentioned this before, I'll mention it again because it's truly important. Wear new or like-new shirts as much as possible. Old shirts just look beat-up, and they lose their shape after a couple of cycles in the washing machine. New shirts just look fresh and upscale and actually fit you, which is pretty damn important.

JEANS: This is easily the most important thing you can buy, even though many guys just don't realize it or completely neglect it entirely. There is a world of difference between a cheap $40 pair of Levi's and $190 AllSaints or G-Star jeans. You really do get what you pay for.

Cool designer jeans just stand out and even make up the majority of the look you're going for. You can pair them with many items. And you can even pair high-end jeans with simple mono-color shirts and you'll look like a million bucks.

Even when comparing similar-looking jeans, more expensive jeans will not only look better, but will be usable for way longer.

Cheap jeans look cheap. Out-of-style jeans look out of style. And girls notice.

All you need to start is just one pair.

NOTE: For the year 2019, tight fit, distressed, jeans (skinny jeans) with some rips are generally in. Again, do your research on Instagram and infield before you shop.

BLACK SLIM/SKINNY JEANS: If you're new to designer jeans, probably the first pair of $150 plus jeans you should buy is a pair of tight black jeans from brands such as AllSaints, Diesel, G-Star, Frame, or Rag & Bone. Black jeans just happen to not only look good on every guy, but also pair well with many tops and shoes. If you're new to this, start with this purchase.

SHOES: Up to you which direction you want to go with your shoes, but generally speaking, make sure you have fresh, new-looking kicks that make sense color and style-wise with the rest of your outfit.

Also, your shoes should match color wise with your top and/or your belt.

JACKETS: If it's winter, jackets can add a really cool element to your look. As long as they look in style. The biggest thing to keep in mind is that while it may be cold outside in mid-December, it'll be warm inside the club. If you can't go through the night without checking your coat, find a different option, like a good sweater. This will still look sharp and save you the pain picking up your coat while leaving with your girl.

DRESSING FOR THE VENUE

In general, there are some outfits that work in almost any venue and can work for both daygame and nightgame. That said, certain venues can allow for more room to experiment with your look and specifically your level of edginess.

As mentioned, the best way to dress for any particular venue is to simply go there. Look around. What are the coolest guys wearing? Copy that.

NIGHTGAME

For nightgame venues, and specifically high-end venues, you can get away with a more edgy look and should probably even strive for that. Vintage rocker shirts and skinny/slim jeans are still in right now, but again, it depends on the venue.

For most students who are starting out in style, I suggest more monochrome colors for nightgame. So, all black head to toe or black jeans and a white shirt. This is a safe starting point for most venues. If you're more advanced, do your thing—just make sure it actually works.

The all-black look is particularly in right now in cities like NYC and LA and has been for a while. I've gotten into top clubs like 1 OAK in NYC and Warwick in LA wearing a long-sleeve black shirt from Urban Outfitters and decent black skinny jeans that combined cost me $160.

However, some cities have unique styles all to themselves. Some high-end London clubs are big on collared shirts and classy suits, whereas there are clubs in LA and NYC that will probably turn you away for wearing either.

I definitely recommend at least a minimal number of accessories, although this isn't strictly a requirement. Men's bracelets and necklaces just add a little personality to your look.

DAYGAME

I see too many guys making one of two major mistakes in daygame.

They either overdress and look like they're going to the club, which is massively odd at 2 p.m. on a Tuesday. Girls automatically get suspicious and assume that you wore that outfit to "pick up girls" and they're not exactly wrong.

For daygame especially, you want the whole interaction to feel like "it just happened" and your look should also fit into that.

On the other hand, too many guys underdress and just throw on whatever old raggedy clothes they have lying around on the floor.

A more casual yet upscale look works best for daygame. All the other rules already mentioned apply.

RELAXED DAYGAME: Per JP, Todd's top daygame coach, one look that particularly works well for daygame is fairly high-end "athleisure" wear that fits your body and makes it look like the approach just randomly happened. Think Lululemon.

THE TWO MOST IMPORTANT QUESTIONS YOU SHOULD ASK ABOUT ANY PARTICULAR ITEM

1. DOES THIS ITEM FIT ME?

Clothes that fit your body, your shoulders, your figure, just make you look like a million bucks.

Clothes that don't quite fit you make you look disheveled and, frankly, kind of clueless.

Some brands just have cuts that fit your figure better than others. One of the best shirts I've ever bought was a plain gray shirt from Scotch & Soda that cost me $30 but perfectly fit my torso. My best advice is: Don't be afraid to try on a bunch of similar shirts from different designers until you get the "hell yes" feeling about that shirt.

Also, make sure that the size you wear really is your size. If you think you're a large, are you really a large? Try on a medium and ask someone's opinion. I see this particular problem with too many guys and it's one that we correct on style consultations all the time.

2. DOES IT LOOK NEW?

This is a contentious point because we've all been raised to think that clothes should last a lifetime, but in the modern fast-fashion era, that's just no longer possible.

Fast fashion, by its nature, might look great the first handful of times you wear it, but just won't keep that same appearance for very long.

(For the record, fast fashion includes brands like Zara, H&M, Topshop, and I'd even throw AllSaints in there, although it's definitely a higher-quality brand.)

Here's the sad reality. The washing machine and constant wear just change the look of things. Even really nice things. Shirts that look badass brand-new will look totally different after a couple of cycles. It's just going to happen. I'd say this even applies to non–fast fashion brands, although every once in a while, you'll find a shirt that just holds up really well over time.

With certain items, you're better off dry-cleaning anyway.

But overall, don't be afraid to retire items that deserve to be abandoned for good.

BRAND VS. QUALITY

There are a ton of misconceptions about brands that the general male population has been indoctrinated to believe that just ain't so.

I am personally not a big fan of logos. Most logos are massively tacky and usually don't signal what you think they're signaling.

What matters more is the quality of the item, and this is where it gets a little tricky.

There aren't any hard and fast rules about brands and quality, but the reality is that a lot of high-end brands just make clothes with better materials, design principles, and manufacturing. As a result, they simply look better. To a regular guy, a black shirt is a black shirt. **But to a guy in the know, and especially to women, a high-quality shirt practically yells out that it's a high-quality shirt.** The little subtle details make all the difference. Same thing goes for any item of clothing.

Some brands also hold up better than other brands over time, especially when it comes to jackets, jeans, and shoes.

I'll go into some of the most popular brands and my thoughts on them. These are just my personal opinions, by the way. As with anything in game, go out and experiment for yourself.

Zara: Honestly, this is the perfect store for beginners and if you're on a budget. And even if you're neither and just want great new essentials that you can replace easily, Zara is your go-to.

Zara is a one-stop shop where you can find pretty much everything you need. Zara and its sister companies (Bershka and Pull and Bear in Europe) make it super easy to put together an outfit, as the store shelves are arranged according to outfits. Zara also usually has the latest looks, which are pretty close rip-offs of more expensive brands.

Try to stay away from their zanier designs, and anything with words, and just try to replicate the looks you find on influencers and in clubs.

Full disclaimer: As quality goes, Zara items are pretty hit-or-miss and some just age very fast.

On the other hand, some items, like their T-shirts and other items, look amazing when they're brand-new. My recommendation is to wear them out while they look fresh and new but retire them soon after. Usually these shirts can go for $12–20, so it's not really that crazy to get a new one pretty often. I specifically like their knitted shirts, which only go for $20 and fit really well.

Not a fan of their jeans. These usually look obviously cheap and are poorly made.

H&M and Topshop: They're pretty awful quality on almost everything. I generally wouldn't recommend for nightgame or daygame unless you're looking for something specific.

AllSaints: Once you're ready to graduate from Zara, AllSaints is where you want to go. At a certain point in your style evolution, you want an edgier, more polarizing look and that's exactly what AllSaints offers. There's also a massive quality jump that goes along with the price jump.

Starting with the jeans: you're just going to get more durable, edgier, better-looking, and more fitted jeans that will actually last awhile. Great coats, jackets, and leather jackets as well.

AllSaints T-shirts simply fit better and are made from better material.

Last, but not least, it's just a brand that's clearly "in" right now and that girls themselves love to shop at. As a brand it's not super expensive, but it's something that clearly indicates that you can afford it and that you care about your look. Just a subtle thing—take it for what it is.

Their unique color selection is also very much what's "in" right now.

Rag & Bone: Great high-quality shirts with awesome textures and material that hold up over time but are not exactly cheap. Great jeans.

G-Star: Unique, edgy-looking, perfect-fit jeans that stand out in clubs.

Scotch & Soda, The Kooples, Ted Baker: Great high-quality brands that are pricier but also tend to have cuts that just fit better and have a distinctive high-end look. Ignore 90% of the clothes on the racks and just go for mimicking the outfits on the store mannequins or from Instagram.

Alpha Industries: In-style bomber jackets that are well-made.

Diesel: Awesome jeans, especially slim fit and skinny. Avoid their shirts like the plague.

Off-White, Yeezy, Supreme, High-End Streetwear: Definitely "in" right now, and particularly so in high-end exclusive venues in cities like NYC and LA, but make sure you know what you're doing and that it actually looks good on you. Streetwear can either make you look massively lazy and clueless, or make you look awesome.

Gucci, YSL, Balenciaga, Louis Vuitton, etc.: You do not need these to get laid. Unless you're truly into the fashion world and pick out items that actually look cool, these brands mostly don't work on most guys. If anything, these logos can be indicators of tackiness and lack of taste. Again, don't wear these brands unless you know what you're doing and they're part of your personality.

On a side note, absolutely nothing makes me laugh harder than some guy decked out in Gucci at a regular admit-everybody club. If anything, it's an indicator of low social status. Just my two cents.

Also, you're in a club, how dumb will you feel after getting champagne spilled all over your $450 Balenciaga shirt? Pretty dumb.

Final thought: If you know what you're doing, go for it. But generally, super high-end designer brands are unnecessary and I'm doubtful if they'll help your game in any way.

One caveat: Shoes. If you're going to splurge on a high-end brand name, buy their shoes. Women notice shoes. Designer shoes might just add to your appeal with **SOME** women who are particularly into fashion. Usually models. Up to you.

THE MONEY ASPECT

The truth about fashion is that to some extent you get what you pay for, although you can optimize for any reasonable budget.

Ultimately, how much you want to spend on your wardrobe is up to you and what you can afford. However, I do recommend creating a budget that you're comfortable with and sticking with it. Even if it's a $100 a month, by the end of the year, you're going to end up with an awesome wardrobe.

However, if you're just starting out, get just one new complete outfit, which even if you're shopping at Zara, can add up to 100 to 150 bucks, and then you're good to go.

If you're in a financial place where you can truly upgrade your wardrobe, then you have no excuse not to dress well.

One other pro tip is to start by buying a nice pair of jeans, preferably black, and then add on different shirts, T-shirts, sweaters, jackets etc. That way you can multiply one outfit into several fairly easily.

WHAT TO DO BEFORE BOOTCAMP

If you already have an outfit that you think makes for a great nightgame or daygame outfit, congrats, you're done. Wear it on bootcamp.

If you feel like you're unsure about whether you need a new outfit, you almost certainly should get a new outfit. Either go shopping before the program or reach out to the concierge to arrange for a personalized style/shopping trip.

FINAL WORD

Your style is an extension of who you are. In many ways, it tells girls a lot about your social status, social skills, and the world you inhabit. It tells her that you "get it."

If you take the time to get it right, you'll open a lot of doors that might not have been opened before.

Last, but not least, dressing well just makes you feel better.

And that in itself is part of the fun.

APPENDIX 1: IF YOU NEED A SIMPLE OUTFIT

If you're not sure which outfit would look best on you, and are looking for a good first outfit, start with a more monochromatic look (i.e., wear black).

Black, for whatever psychological reason, just happens to look good on pretty much everyone. Skinny, slightly overweight, unique skin tones confused about fashion . . . just go with black.

See photo (right) for a good example. Fitted black shirt with skinny black jeans. It's the simplest thing you can do, something a ton of high-value guys wear, and a style I personally still wear all the time. Just make sure the clothes actually fit.