

Case Studies – Men



Before

After—Business Formal

After—Business Casual

After—Casual

Discover: Image Profile

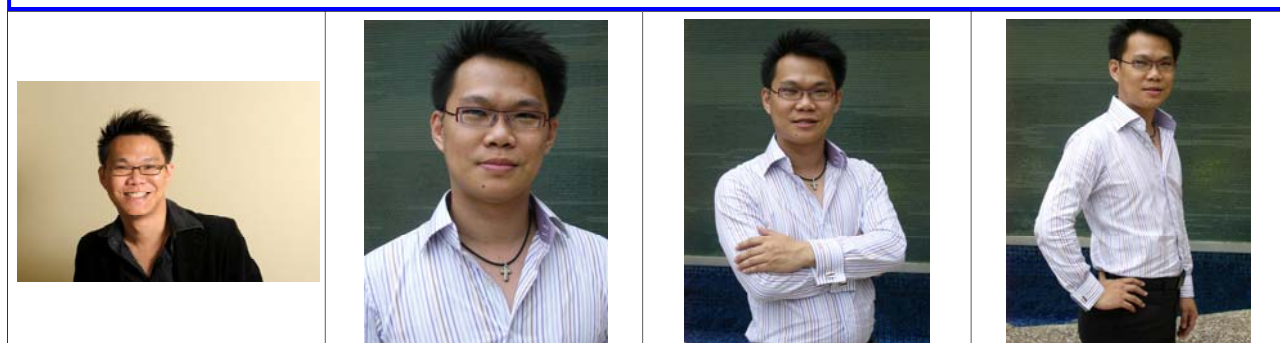
- Name: Damian Koh
- Occupation: Business Banker
- Image Objective: Project a polished image that will make him both approachable and memorable to his potential clients.

Define: Image Design

- Colour: Colours that have a warm colour temperature and muted tones.
- Style: Shirts and Ties in Classic prints. Traditional work pants for work week. Chinos for weekends.
- Accessories: Classic belts and cufflinks.

Define: Image Strategies

- Colour: Try new colour possibilities.
- Style: Classic and Traditional look suits his authentic personality and career.
- Wardrobe: Supplement limited wardrobe with more clothes and accessories for expanded mix and match options.



Before

After—Face

After—Half-Body

After—Body

Discover: Image Profile

- Name: Dean Loh
- Occupation: Web Architect and Business Owner
- Image Objective: Project an image of being both creative and technical.

Define: Image Design

- Colour: Colours that are either warm or cool, in slightly muted tones.
- Style: Open collar work shirts in coloured prints that stand out. Classic work pants.
- Accessories: Accessorise with leather necklace and creative and colourful spectacle frames.

Define: Image Strategies

- Colour: Learn to wear more colour, instead of only Black.
- Style: A whimsical twist infused into classic business wear, to project his desired image.
- Wardrobe: Add more work shirts in colourful prints, creative and fun accessories to reflect his personal brand.