



CONXEPT
Clothing & Culture

STYLE AS STRATEGY

A Modern Guide for Founders,
Entrepreneurs, and Professionals.

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CHAPTER

01



PRESENCE BEFORE PERFORMANCE

In business, people like to believe results speak first. They don't.

Presence speaks first.

Then perception forms.

Then trust is granted or withheld.

Only after that do results have a chance to matter.

We dress well to remove doubt.

I've spent my career in rooms where decisions move quickly: boardrooms, negotiations, client meetings, events, and private fittings with professionals whose time and attention are valuable. In every environment, one pattern has remained consistent: the people who command the most trust rarely leave their presence to chance.

They are usually never the loudest.

and are not always the most expressive.

But they are almost always intentional.



Style, in this context, has nothing to do with vanity. It has everything to do with alignment. Alignment between how someone sees themselves and how the world around them receives them. Most people do not struggle because they lack taste. They struggle because they lack a system. They buy pieces instead of building a structured system. They follow trends instead of developing an identity. They dress for the mood instead of the outcome. The result is subtle but costly: hesitation in the morning, inconsistent presentation, and missed opportunities that are never traced back to their true origins.

Clothing is often treated as decoration. In reality, it is infrastructure. Before a word is spoken, your appearance has already framed the conversation. Before competence is demonstrated, assumptions have been made about your discipline, reliability, and attention to detail. This is not unfair. It is functional. Human beings are designed to evaluate quickly; these days, it only takes 7 seconds for someone to pass judgment on your character.

The goal is not to impress rooms. The goal is to enter them correctly. Over time, working with professionals across industries, executives, entrepreneurs, athletes, creatives, men and women building families and legacies, I began to see the same shift occur when their wardrobe became intentional.

Decision-making improved. Confidence stabilized. Interactions became smoother. The friction that once existed in daily presentation disappeared. Not because clothing changed who they were. But because it allowed who they were to be received more clearly. This guide exists to provide structure where most people have only fragments. It is not a trend report or a seasonal style manual. It is a framework, one built on psychology, proportion, and repeatability.



Inside, you will find principles that remove guesswork:

- How clothing influences perception and decision-making.
- How colour should be chosen strategically, not emotionally.
- How a disciplined wardrobe eliminates daily friction.
- How fit and proportion communicate authority.
- How consistency builds recognition and trust.

At Conxeppt, we use a simple principle: Style As Strategy; Presence before performance.

Before you perform, you are seen. Before you lead, you are evaluated. Before you speak, you are measured. When presence is handled correctly, performance is free to do its work. This is not about dressing louder. It is about dressing with intent. The modern leader does not need more clothing. You need fewer decisions, made better and made in advance.

This E-book is designed to help you do exactly that. Most people misunderstand style, confusing it with vanity. Vanity asks, “Do they see me?” Style asks, “Do they trust me?” Style is not performance. It is positioning. It is not aesthetic indulgence; it is strategic alignment. The mistake is assuming clothing exists to decorate the self. In reality, clothing exists to communicate before language. Long before you speak, long before you prove competence, long before you deliver results, your appearance has already framed the conversation. Style is not the message. Style is the amplifier.



CHAPTER

02



CLOTHING AS A PSYCHOLOGICAL MULTIPLIER

Clothing does not change who you are. It changes how effectively your identity is received. This is the difference between identity and impact. You may be intelligent, capable, disciplined, and trustworthy; yet appear disorganized, uncertain, or unserious. In that gap, opportunity is lost. Not because you lacked substance, but because he failed to signal it.

This is why clothing functions as a multiplier:

- It increases the speed at which trust is granted
- It reduces the friction of skepticism
- It enhances the authority of communication

When aligned, it compounds results. When misaligned, it quietly taxes every interaction.

ENCLOTHED COGNITION: WHEN THE MIND FOLLOWS THE BODY

Modern psychology provides a language for what high performers have always understood intuitively. The concept of enclothed cognition processes



such as attention, confidence, and abstract thinking.

In controlled experiments:

- Participants wearing clothing associated with authority performed better on cognitive tasks.
- Decision-making confidence increased measurably.
- Observers rated the same individuals as more competent and trustworthy.

One landmark study showed that participants wearing a lab coat described as a doctor's coat made significantly fewer errors on attention tests than those wearing the identical coat described as a painter's coat. The fabric was the same. The cut was the same. The difference was meaning. Your nervous system responds not to style, but to symbolism. This is why uniforms endure. This is why military dress is structured. This is why tailored clothing remains the standard in leadership environments despite cultural shifts toward casualness. Structure stabilizes the mind.

THE SPEED OF JUDGMENT: THE GAME YOU'RE ALREADY IN

You do not get to opt out of first impressions. A Princeton University study demonstrated that people form stable judgments about others in as little as 100 milliseconds. Later studies extended this to 7 seconds, but the conclusion remained unchanged: First impressions are fast, automatic, and stubbornly resistant to correction. Even when presented with contradictory evidence later, people subconsciously protect their initial assessment. This is known as confirmation bias. In other words: You don't just get judged quickly. You get judged once. Everything afterward is interpreted through that lens.



WHAT PEOPLE ACTUALLY NOTICE (AND WHY IT MATTERS)

Often, we believe that charisma, facial features, or verbal confidence dominate early interactions. Research disagrees. Studies in social perception show observers can infer:

- Socioeconomic status
- Conscientiousness
- Attention to detail
- Emotional stability

From clothing and footwear alone, at rates significantly above chance. In multiple consumer and behavioral studies, approximately 70–80% of women report noticing a man's shoes early in an interaction, often before facial features. Shoes act as a psychological shortcut for:

- Self-respect
- Discipline
- Awareness
- Social calibration

This isn't superficiality. It is cognitive efficiency. The brain is constantly asking: Is this person safe? Competent? Worth my attention? Clothing answers first.

PERCEPTION IS NOT FAIR; IT'S FUNCTIONAL

People like to say they don't judge. What they mean is they don't judge consciously.

The brain is designed to assess risk and value rapidly. This is evolutionary, not malicious. Visual order suggests predictability. Predictability suggests safety. Safety invites trust. Perception immediately evaluates:

1. Does this person appear competent?



2. Does this person appear trustworthy?
3. Does this person understand social expectations?

Clothing provides the first dataset. Order communicates reliability. Structure communicates authority. Consistency communicates discipline. Disorder communicates uncertainty.

CONFIDENCE IS CONSTRUCTED

Confidence is not bravado. It is internal alignment. Those who dress intentionally experience higher baseline confidence because their appearance removes internal friction. There is no visual apology. No subconscious self-doubt. No background negotiation with insecurity.

Confidence grows when:

- Appearance matches intent
- Clothing supports posture and movement
- The silhouette is familiar and repeatable

This is why elite performers ritualize preparation. It is why athletes lay out their gear before competition. It is why leaders develop personal uniforms. Confidence does not precede readiness. Confidence follows it.

AUTHORITY IS ASSIGNED, NOT ANNOUNCED

Authority cannot be demanded successfully. It is granted. Leadership research consistently shows that people attribute authority more readily to individuals who appear:

- Structured
- Well-fitted
- Composed



- Deliberate

A tailored jacket is not an aesthetic excess. It frames the torso, corrects posture, slows movement, and creates symmetry. This signals the brain associates with control and leadership. You are not asking to be taken seriously. You are removing reasons not to be. How you dress can remove doubt.

DISCIPLINE VS EXPRESSION

Expression is emotional. Discipline is strategic. Most people dress according to mood. High-level performers dress according to the outcome. Expression asks: “How do I feel today?” Discipline asks: “How do I want to be perceived consistently?” Consistency builds recognition. Recognition builds trust. Trust compounds influence. A disciplined wardrobe:

- Reduces decision fatigue
- Establishes visual identity
- Creates familiarity
- Signals reliability over time

This is not suppression of personality. It is direction.



CHAPTER

03



COLOUR AS STRATEGY.

Most people don't fail at colour because they lack style. They fail because they choose colour based on emotion. They see something striking under retail lighting. They feel a spark. They buy it. Then it goes home, hangs in the closet, and quietly never earns its place. Not because the garment is bad. But because it doesn't feel like them. This chapter exists to end that cycle permanently.

WHY MOST CHOOSE COLOURS EMOTIONALLY AND LOSE

Retail environments are designed to seduce, not serve you. Bright lighting, warm spotlights, mirrors angled for flattery. Colours look bolder, richer, more alive than they will ever look in your real life.

Research on enclothed cognition shows that clothing increases confidence and performance only when it aligns with self-perception and identity. When it doesn't, the brain subconsciously rejects it. You feel "off." Less grounded. Less authoritative. That's why impulsive colour buys are rarely survive the first wear. You didn't buy the colour for who you are. You bought it for how it made you feel for three minutes. High-level performers don't dress for moments. They dress for repeatability.



SKIN TONE, HAIR, EYE COLOUR: THE BRIGHTENING EFFECT

Colour either works with your biology or against it.

When colour is correct:

- Skin looks clearer and healthier
- Eyes appear brighter
- Facial structure sharpens
- Presence increases without effort

When colour is wrong:

- Skin looks tired or washed out
- Shadows deepen under the eyes
- You feel exposed instead of composed

This isn't opinion. It's contrast science. Your face is the focal point. The colour nearest it determines how others read you within seconds. Those with cooler undertones come alive in blues, charcoals, crisp whites, and blue-based greys. Men with warmer undertones sharpen in browns, olives, creams, camel, and earthy neutrals. Eye colour doesn't demand matching; it demands contrast. Hair colour sets intensity tolerance. Skin undertone sets the base palette. Colour isn't decoration. It's calibration.

THE CLOSET TRUTH: A PERSONAL EXAMPLE

I've stood in the store countless times, attracted to colour. I bought it. I justify it. I tell myself I'll "grow into it." Then it goes home. And it sits. Not because it isn't beautiful, but when I put it on, something fractures. I don't feel confident. I don't feel authoritative. I don't feel anchored. The colour speaks louder than I do. That's how you know it's wrong. Good colour never competes with you. It reinforces you.



UNDERTONE VS CONTRAST VS ENVIRONMENT

WHY LIGHT MATTERS

Most people ignore their environment. They shouldn't. Natural light in Edmonton is cooler, flatter, and more diffused than in cities like Los Angeles, Miami, or even Toronto. Colours that thrive under warm light often die here. High-saturation tones lose authority. Warm whites turn yellow. Soft colours go dull.

This is why:

- Navy outperforms black here
- Charcoal beats light grey
- Cream beats bright white for many men

Your colour strategy must survive real light, real weather, real rooms. A suit that works under studio lights but fails in daylight isn't versatile; it's theatrical. Here we dress for reality.

YOUR 5 CORE SUIT COLOURS

If you own more than five suits but can't dress effortlessly, your colours are wrong. Your five suits are your starting point. Not your ceiling. Not your full expression. Your foundation. If you cannot rotate five suits effortlessly, adding more only compounds the problem. These five establish identity, authority, and repeatable confidence. They remove friction from decision-making and ensure that every morning begins from a position of control. Master these first. Then Expand with intention, not impulse. More options do not create power. Precision does.

Your five:



COLOUR AS STRATEGY, NOT TASTE

1. Navy: authority, trust, universal strength
2. Charcoal: leadership, seriousness, versatility
3. Mid Grey: adaptability, modern professionalism
4. Brown or Earth Tone: grounded confidence, approachability
5. Statement Neutral (deep green, oxblood, or refined texture): identity without noise



NAVY



CHARCOAL



MID GREY



EARTH TONE



OXBLOOD



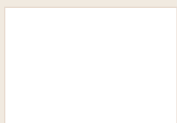
DEEP GREEN

Each suit must interchange seamlessly with shirts, shoes, and accessories. If it doesn't, it doesn't belong.

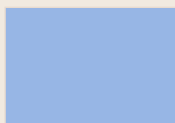
YOUR 4 CORE SHIRT COLOURS

Non-Negotiables:

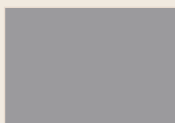
1. Crisp White (undertone-correct)
2. Soft Blue (never electric)
3. Light Grey or Cream (depending on warmth)
4. Depth Neutral (taupe, stone, muted stripe)



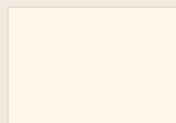
CRISP WHITE



SOFT BLUE



LIGHT GREY



CREAM



TAUPE



STONE



YOUR 2 POWER NEUTRALS: THE ANCHORS

These are the colours you return to when stakes are high. For most men:

1. Navy
2. Charcoal

They quiet rooms. They elevate speech. They never betray you.

PRACTICAL DELIVERABLES

Personal Colour Archetype

You should know whether you are:

- Cool & High Contrast
- Warm & Low Contrast
- Neutral & Structured
- Deep & Saturated

This determines everything.

“Never Buy This Colour Again” List

Everyone needs one. Not because the colour is bad, but because it is bad on you. Discipline here saves money, time, and confidence. Colour is not self-expression. It is self-alignment. When colour is right, confidence is automatic. When colour is wrong, no tailoring can save it. Presence begins before performance. And colour decides whether people lean in or look past you.



Owning Less. Wearing Better. Being Recognized.

CHAPTER

04



OWNING LESS. WEARING BETTER. BEING RECOGNIZED.

OWNING LESS. WEARING BETTER. BEING RECOGNIZED.

Modern times have surrounded us with more clothing than any previous generation, yet we feel less certain every morning. This is not a confidence problem. It is a systems problem. Fast fashion has trained people to buy emotionally, discard quickly, and repeat the cycle, creating waste, clutter, and decision fatigue disguised as choice.

Research consistently shows:

- A significant percentage of garments purchased are worn fewer than five times
- Clothing waste now measures in tens of millions of tonnes annually
- The average consumer feels overwhelmed by options, not empowered by them

More clothes have not made men and women better dressed. They have made them less decisive. A capsule wardrobe is not a trend. It is a correction.

DECISION FATIGUE IS THE SILENT STYLE KILLER

Every morning, the modern man negotiates with his wardrobe. What works? What doesn't? What feels right today? What might be "too much?" This daily friction erodes confidence before the day even begins. A capsule wardrobe eliminates this entirely. You do not choose what to wear. You choose who you are



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being. The system does the rest.

FIT & PROPORTION: THE REAL SUSTAINABILITY METRIC

A poorly fitting garment (no matter how expensive) will be abandoned. Most waste does not come from low-quality clothing. It comes from incorrect proportions.

- Jackets too short or too long
- Sleeves breaking incorrectly
- Trousers sitting at the wrong rise
- Shirts collapsing instead of framing

When clothing does not reinforce your structure, your body rejects it. Conxeppt garments are designed around:

- Correct jacket length relative to height
- Proper shoulder expression
- Balanced lapel width
- Trousers that support posture, not fight it

When fit is right, replacement cycles slow dramatically. You stop shopping. True sustainability is not about wearing less; it is about wearing correctly. Garments that:

- Fit properly
- Align with your proportions
- Serve multiple environments
- Age well rather than expire

...do not end up in donation bins or the back of closets. They stay in rotation.

At Conxeppt, sustainability is built into the process, not marketed afterward.



OWNING LESS. WEARING BETTER. BEING RECOGNIZED.

When clothing is made for your body, with intentional proportions, it naturally lasts longer because you want to wear it.

Fit creates longevity. Longevity creates sustainability. The modern man does not need more clothing. He needs fewer, better decisions, made in advance. A capsule wardrobe is not minimalism. It is pre-commitment. You remove daily negotiation, emotional buying, and style fatigue. What remains is clarity, speed, and consistency. This section is about building a wardrobe that works as a system rather than a collection.

The Wardrobe System Blueprint

A wardrobe is not a collection. It is a controlled system designed to eliminate friction and reinforce identity.

1. Build the Foundation (The Core 70%)

Your wardrobe should be anchored in versatility.

Think navy, charcoal, black, white, cream, and earth tones. These are not exciting; they are powerful.

They allow every piece to work with another, creating consistency without thought.

2. Engineer Interchangeability

Every item must earn its place.

If a jacket only works with one outfit, it's a liability. If a shirt pairs with five, it's an asset.

Your closet should function like a grid: everything connects.

3. Define Your Silhouette

Consistency in fit is non-negotiable.



Owning Less. Wearing Better. Being Recognized.

Your proportions (lapel width, trouser break, jacket length) should be intentional and repeatable.

This is how you become recognizable without saying a word.

4. Operate with a Buy List

Never shop emotionally.

Maintain a running list of what your wardrobe needs: specific gaps, not vague desires.

When you buy, you execute against the list. Nothing more. Nothing less.

5. Eliminate Noise

Remove pieces that don't fit, don't align, or don't perform. Clutter creates hesitation.

A tight wardrobe creates speed.

6. Install the Blindfold Test

You should be able to pick any combination (without thinking) and it works. If it doesn't, the system is broken.

7. Evolve with Intention (The 30%)

Once the foundation is built, introduce selective expression: texture, pattern, statement pieces.

But never at the expense of the system. Expression should enhance, not disrupt.

The 15–18 Piece Capsule

The mistake most men make is believing variety comes from quantity. In reality, variety comes from interchangeability. A properly built capsule allows dozens of outfits from a limited number of garments, each reinforcing the same identity.



Tailored Jackets (5–6).

Jackets are the spine of the capsule. They dictate posture, presence, and perceived authority. Your core rotation should include:

- Navy tailored jacket (workhorse authority)
- Charcoal or deep grey jacket (serious, controlled, versatile)
- Textured neutral sport coat (visual depth without loudness)
- Double-breasted or statement jacket (command, not costume)
- Optional seasonal jacket (linen, hopsack, or flannel)

Rule:

If a jacket cannot be worn with at least three different trousers, it does not belong in the capsule.

The following pieces support the jackets, they never compete with them. Think quiet confidence:

- Two neutral tailored trousers (mid-grey, stone, or taupe)
- One darker trouser (charcoal or deep navy)
- Fine-gauge knit or merino polo
- Elevated T-shirt (structured collar, proper length, quality cotton)
- One overshirt or refined casual layer
- One seasonal fabric swap (linen or wool blend)

Your socks should almost always match your trousers, not your shoes.

This:

- Extends the line of the leg
- Preserves vertical proportion
- Avoids visual interruption



Owning Less. Wearing Better. Being Recognized.

Black trousers, black socks.

Grey trousers, grey socks.

Navy trousers, navy or charcoal socks.

Patterned socks are acceptable only when:

- The rest of the outfit is disciplined
- The setting is casual or social
- The pattern is subtle and intentional

Novelty socks undermine authority faster than loud shoes.



OWNING LESS. WEARING BETTER. BEING RECOGNIZED.

Quality Matters for Comfort and Composure

Cheap socks collapse, twist, and retain heat poorly.

High-quality socks:

- Regulate temperature
- Reduce friction
- Maintain shape throughout the day
- Look refined even when seated or crossing the leg

Comfort affects posture. Posture affects presence. This is not vanity; it is mechanics.

Shoes expose men faster than any other garment. A strong capsule includes:

- One formal leather shoe (Oxford or wholecut)
- One versatile loafer or monk strap
- One refined boot (Chelsea or lace-up)
- Optional suede option for texture and softness

If your shoes look casual, cheap, or overly trendy, everything above them loses authority. Outerwear is the first thing people see and the last thing they forget. This is not where you compromise.

Your anchors:

- A tailored overcoat (wool or cashmere blend)
- A bomber or safari jacket (structure with ease)
- Optional trench or seasonal statement piece

Outerwear frames your silhouette before you speak. If you start with shirts, you'll stall. If you start with pants, you'll overthink. Start with jackets. Safari and bomber jackets are powerful because they sit between tailored and casual,



OWNING LESS. WEARING BETTER. BEING RECOGNIZED.

bridging environments effortlessly. They allow:

- Denim without sloppiness
- Trousers without stiffness
- Sneakers without immaturity

They are transitional dominance pieces.

THE JACKET-FIRST STRATEGY

Every outfit should be designed from the outside in. Instead of asking, “What do I feel like wearing?” Ask, “What identity am I reinforcing today?”

Choose the jacket first.

Everything else submits to it.

This eliminates guesswork and inconsistency.

BUILDING OUTFITS, NOT PIECES

Buying isolated items creates dead clothing: pieces that sit untouched. Every purchase should answer three questions:

1. What jacket does this support?
2. Where will I wear this weekly, not just in theory?
3. Does this elevate or dilute my presence?

If it doesn't integrate, it doesn't enter.

WEEKLY OUTFIT FRAMEWORKS

This is where the capsule becomes operational. You are no longer dressing emotionally. You are dressing intentionally.



OWNING LESS. WEARING BETTER. BEING RECOGNIZED.

Work Authority

- Structured jacket
- Tailored trousers
- Clean leather shoes
- Minimal contrast

Goal: Trust, leadership, reliability

Creative Confidence

- Textured jacket or double-breasted
- Softer trousers or knit
- Loafer or suede footwear

Goal: Taste without arrogance

Casual Power

- Safari or bomber jacket
- Elevated tee or knit
- Clean, structured footwear

Goal: Relaxed control

Date Night

- Darker jacket
- Cleaner lines
- Texture over colour

Goal: Intentional masculinity



OWNING LESS. WEARING BETTER. BEING RECOGNIZED.

Social Events / Galas

- Statement tailoring
- Sharp footwear
- Nothing accidental

Goal: Recognition

Travel

- Comfortable structure
- Layers with authority
- Shoes that move and command

Goal: Effortless status

A strong capsule wardrobe does one thing exceptionally well: It removes uncertainty.

You wake up knowing who you are. You enter rooms already framed. You are never underdressed, only appropriately dominant.

In the next section, we move from what you own to how you are perceived: fit, proportion, and the silent language of tailoring.



CHAPTER

05



QUIET POWER

The Concept Principle: Presence Before Performance

There are people you notice without understanding why.

They don't compete for attention. They don't rush to fill the silence. They don't need to prove anything because everything about them already does. Their Presence is composed, deliberate, and unmistakable.

This is quiet power.

In a world engineered for noise, notifications, opinions, and constant broadcasting, quiet has become rare. And rarity, by definition, signals value. Research in social psychology has long pointed to what is known as the “thin-slice” judgment effect, the idea that people form lasting impressions within seconds of meeting you. A widely cited study by Nalini Ambady and Robert Rosenthal demonstrated that individuals can accurately assess competence, confidence, and trustworthiness in under 30 seconds, often with no verbal exchange at all. Other findings suggest these judgments begin forming in as little as 7 seconds.

Before you speak, you are already understood.

Your posture. Your pace. Your clothing. Your stillness. Your restraint.



All of it communicates.

This is where quiet power begins: not in what you say, but in what you signal.

The Discipline of Restraint

Quiet power is not passivity. It is control.

The ability to speak last.

The ability to move slowly in fast environments.

The ability to say less and mean more.

In behavioural science, this aligns with the concept of high self-regulation: the capacity to manage impulses, delay reactions, and act intentionally rather than emotionally. Studies consistently link this trait to higher earnings, stronger leadership perception, and long-term success.

Restraint reads as confidence, while noise, more often than not, reads as compensation.

The Uniform of the Decisive

There is a reason many of the world's most effective operators reduce variables in their daily lives.

Barack Obama famously limited his wardrobe to grey and navy suits, explaining that he wanted to “pare down decisions” and preserve mental energy for what mattered.

Steve Jobs wore the same black turtleneck and jeans.

This wasn't indifference to style; it was strategic elimination. Decision fatigue is real. Research suggests we make tens of thousands of decisions daily, each one depleting cognitive resources. The more trivial decisions you remove, the more capacity you preserve for consequential ones.



But quiet power refines this further.

It is not about dressing the same; it is about dressing with such clarity that everything works without effort. A system so refined that nothing feels forced, and nothing distracts.

You are not simplified. You are distilled.

Presence Over Performance

There is a distinction that many people overlook.

Performance is loud. Presence is felt.

Performance seeks validation. Presence assumes it.

The modern world rewards performance: visibility, frequency, constant output. But in high-trust environments (boardrooms, negotiations, leadership circles) presence outperforms performance every time.

A study published in the Journal of Applied Psychology found that individuals perceived as calm and composed under pressure were consistently rated as more competent and more trustworthy than those who were more expressive or reactive.

Composure signals control. And control signals capability.

The Economics of Attention

Attention has become currency, and like any currency, its value is dictated by supply. Most people spend it freely: talking, posting, reacting, explaining. The result is predictable: diminishing returns.

Quiet power operates differently.

It withholds. It selects. It deploys attention with precision.



This creates what economists would recognize as scarcity. And scarcity, in any market, increases perceived value. When you speak less, people listen more. When you move with intention, people notice. When you are not always available, your presence becomes significant.

Style, at its highest level, was never about clothing.

It was about control. Control of perception. Control of energy. Control of self. A well-built wardrobe is simply the visible edge of something deeper: a system designed to reduce noise, eliminate friction, and reinforce identity. Quiet power is what remains when everything unnecessary is removed.

Most people treat style as an afterthought, something to consider once everything else is in place.

But the reality is simpler, and far more demanding.

How you present yourself shapes how you are perceived.

How you are perceived shapes the opportunities you're given. And over time, those opportunities shape your life.



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