

EXECUTIVE IMAGE STRATEGY • PART 1

The Science of Styling

Why What You Wear Shapes How You Lead

The Science of Styling is **neurological**. Your credibility is assessed in a nanosecond. Before you speak, before you shake hands, before your CV is reviewed. This is not superficial, although the results may appear to be. There is a method behind strategic styling that operates on a far deeper level than fashion trends or personal taste.

Through SOS, I explore these themes to help you understand the **visual statements you make** and, more importantly, how to improve them.

STYLING 101

Dressing for Your Body Shape

This is where you start. How can you dress well if you do not know your shape and proportions? You cannot build a commanding wardrobe on guesswork.

Your body has a shape. A measurable set of proportions between shoulders, chest, waist. When clothing works with these proportions, you project balance, confidence, and authority. When it works against them, even expensive garments appear ill fitting and undermine your presence.

I've identified five male body shapes: Rectangle, Triangle, Inverted Triangle, Oval, and Trapezoid, with precise guidelines for each.

How The Theory Works

- 1 Identify Your Proportions**
Your proportions are not subjective judgements. They are measurable and determine which of the five body shapes most closely matches your frame.
- 2 Apply Shape-Specific Principles**
Each body shape has styling strategies that create visual balance. These are not opinions. They are derived from principles and supported by consumer psychology research. The Science Of Style.
- 3 Reinforce Through Consistency**
When every piece in your wardrobe follows these principles, you build a visual identity that reinforces your professional brand at every touchpoint.

Who Is This For?

<p>C-Suite Executives CEOs, CFOs, and board members whose presence sets the tone for entire organisations.</p>	<p>Senior Leaders Directors and VPs representing their companies at client meetings, conferences, and media appearances.</p>	<p>High-Net-Worth Professionals Entrepreneurs, partners, and advisors where personal presentation directly impacts deal flow.</p>
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Why Should It Matter to You?

"People decide whether they trust you in the first few seconds of meeting you. How your clothes fit and flatter your body shape, is processed before your words are heard."

In competitive executive environments, marginal advantages count. Research from the Journal of Fashion Marketing and Management found that appropriately dressed professionals were rated significantly higher in competence and hireability.

This is not vanity. It is strategic risk management. When your dress as good as your professional capability, you remove a variable that could otherwise work against you in high-stakes situations.

Bring This To Your Organisation

The Science of Styling is available as a corporate Lunch & Learn session for executive teams. In less than 30 minutes, your leadership team will learn to identify their body shapes and apply research backed styling principles that enhance their professional presence.

Ideal for Learning and Development and Corporate Affairs teams, EAs, PAs, and HR leaders looking to invest in helping executives feel better about they way they dress..

[Enquire About Corporate Sessions](#)

Scroll down to explore the five male body shapes and discover your optimal styling strategy.



Why Understanding Your Body Shape Matters

This is not about following trends. It is about understanding the relationship between your frame and your fabric.

<p>First Impressions Are Visual Research shows people form judgements within 0.3- 7 seconds of meeting you. How you look is the first thing they register. Dress against your shape and you look awkward. Dress with it and you project confidence without saying a word.</p>	<p>Credibility Is Built on Fit Studies in applied psychology consistently link well fitted clothing to perceived competence and authority. When your jacket shoulders align with your own, when your trousers break correctly, people trust you more. It is not vanity. It is strategy.</p>	<p>Confidence Comes From Knowing Most men guess. They grab what's on sale, copy what they see, or wear what they've always worn. Understanding your body shape removes the guesswork. You shop faster, waste less money, and walk taller knowing every piece was chosen with intention.</p>
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SIDE-BY-SIDE COMPARISON

The 5 Male Body Shapes

Which one are you? Compare your silhouette to identify your natural frame.

<p>Rectangle Shoulders, waist, and hips are similar width</p>	<p>Triangle Hips wider than shoulders</p>	<p>Inverted Triangle Shoulders significantly wider than hips</p>	<p>Oval Fullest around the midsection</p>	<p>Trapezoid Balanced taper from shoulders to hips</p>
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Not sure which one you are? Scroll down for detailed identification guides.

[Get Your Detailed Guide](#)

Discover Your Body Shape

Answer 4 quick questions to find your shape

Question 1 of 4 25% complete

How do your shoulders compare to your hips?

Stand in front of a mirror and compare the width

My shoulders and hips are about the same width

My shoulders are noticeably narrower than my hips

My shoulders are much wider than my hips

My shoulders are slightly wider than my hips

[Next Question](#)

IDENTIFY YOUR SHAPE

Detailed Body Shape Guides

Visual identification guides. Find your shape quickly and download for reference.

THE SCIENCE OF STYLING • BODY SHAPE GUIDE *Balanced and versatile*

Rectangle

How Do You Know If You Are a Rectangle?

Your frame is defined by uniformity. Shoulders, chest, waist, and hips all sit at similar widths, creating a straight, streamlined silhouette.

- 1 Shoulders**
Measure across the back from shoulder bone to shoulder bone. Are they the same width as your hips?
- 2 Chest**
Wrap the tape around the fullest part of your chest. Does it match your waist measurement within 2 inches?
- 3 Waist**
Measure at the narrowest point above your navel. Does it flow straight down with minimal curve inward?
- 4 Hips**
Measure at the widest point of your hips. Are they in direct alignment with your shoulders?

Style

Layering is your greatest asset. Add dimension with open shirts over tees, structured blazers, and textured fabrics.

Shape

Create visual interest with horizontal patterns on top. Slim fit trousers balance your proportions.

Colours

Use contrast strategically. Darker shades on your core, lighter on shoulders to create definition.

Phill Tarling
The Image Coach

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Triangle

How Do You Know If You Are a Triangle?

Your lower body carries the weight. Hips and waist are noticeably wider than your shoulders, tapering upward.

- 1 Shoulders**
Measure across your back. Are they visibly narrower than your hip measurement?
- 2 Chest**
Is your chest measurement less prominent than your midsection? Does it appear smaller?
- 3 Waist**
Does your waist carry more weight than your upper body? Is it wider than your chest?
- 4 Hips**
Are your hips the widest part of your frame? Do they exceed shoulder width by 2+ inches?

Style

Build up top. Structured jackets with padded shoulders, horizontal stripes above the waist, and bold patterns draw attention upward.

Shape

Dark, plain trousers streamline your lower half. Avoid tight fitting shirts that emphasise the shoulder to hip contrast.

Colours

Lighter colours on top, darker below. This visual trick balances your proportions naturally if you keep the contrast between light and dark minimal.

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Inverted Triangle

How Do You Know If You Are an Inverted Triangle?

You are built like an athlete. Broad shoulders and a well developed chest taper dramatically into a narrow waist and hips.

- 1 Shoulders**
Measure across. Are they significantly wider than your waist, by 4+ inches?
- 2 Chest**
Is your chest broad and well-developed? Does it dominate your silhouette?
- 3 Waist**
Does your waist taper in noticeably from your chest? Is the drop more than 6 inches?
- 4 Hips**
Are your hips much narrower than your shoulders? Do trousers feel loose at the waist?

Style

Avoid shoulder pads, epaulettes and oversize. You do not need extra width. V necks and open collars elongate without adding bulk.

Shape

Tapered, slim, straight leg or slightly wider trousers balance your proportions. Horizontal stripes on your lower half add visual weight. Avoid skinny trousers or you'll look like a carrot.

Colours

Darker shades on top minimise shoulder dominance. Lighter colours below create balance.

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Oval

How Do You Know If You Are an Oval?

Your weight centres at the core. The stomach is the most prominent feature, with shoulders and hips narrower by comparison.

- 1 Shoulders**
Are your shoulders narrower than your midsection? Do they slope downward?
- 2 Chest**
Does your chest blend into your stomach without clear definition between them?
- 3 Stomach**
Is your stomach the fullest, most prominent part of your body? Does it extend beyond chest and hips?
- 4 Hips**
Are your hips narrower than your belly? Do they feel less substantial than your core?

Style

Single breasted jackets with a clean line create a streamlined look. Vertical stripes draw the eye up and down.

Shape

Well fitted clothes that skim the body work better than baggy or tight. Avoid clingy fabrics at the core.

Colours

Dark, solid colours on your core minimise visual attention. Keep contrast colours between top and boot to a minimum.

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THE SCIENCE OF STYLING • BODY SHAPE GUIDE *The ideal proportion*

Trapezoid

How Do You Know If You Are a Trapezoid?

You have hit the proportional sweet spot. Shoulders are broader than hips, but not dramatically, creating natural balance.

- 1 Shoulders**
Are your shoulders broader than your hips, but only by 2-4 inches? Not dramatically wider?
- 2 Chest**
Is your chest well-proportioned to your frame? Does it complement rather than dominate?
- 3 Waist**
Does your waist taper naturally from your chest? Is the drop moderate and balanced?
- 4 Hips**
Are your hips narrower than your shoulders, creating a balanced, athletic look?

Style

You can wear most styles. Experiment with patterns, fits, and statement pieces. Your proportions work with everything.

Shape

Fitted clothing showcases your natural proportions. Do not hide your shape under baggy oversized layers.

Colours

Use your versatility to express personal style. Play with bold colours, patterns, and textures freely.

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Ready for Personalised Styling?

These infographics are just the beginning. Work with Phill directly for bespoke image coaching tailored for you.

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