THE COAT CARD

One coat, ten winters

1 | LENGTH



Just below the knee or below the calf.
Never on the widest part of the calf.

2 | SHOULDER



Seam on the bone, or a little dropped.
Never halfway to the elbow.

3 | CLOSURE



Double-breasted: warmest. Wrap: a waist.
Single: the longest line.

4 | BELT



At the natural waist,
or tied behind.

5 | ROOM UNDERNEATH



Big coat, thin knit.
Cape, chunky knit.

THE FITTING-ROOM TEST

Arms forward · Sit down · Button it · Lapel rolls · Hem from behind

In Style Notes: 10 coat outfits, piece by piece, and the colour guide for your first coat
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A LOOK INSIDE STYLE NOTES

This is one page of fourteen

The closure lesson in full: which coat does what, the hidden button, and two outfits with every piece named.

PAGE 5 OF 14

LESSON 3

The closure



CLOSURE	WHAT IT DOES	BEST FOR
Double-breasted	Adds width above the waist; the warmest	Narrow shoulders, wider hips, real cold
Wrap	Draws a waist; softens everything	Anyone who wants a waist; keep a scarf close
Single-breasted	One long line, collar to hem	Petite, or wanting to look taller

THE HIDDEN BUTTON

A double-breasted coat has a button on the inside. Always fasten it: it holds the inner panel, so the front doesn't drop and the coat hangs straight.

Mirror test: button it all the way and look from the side. If it pulls across the bust or the stomach when closed, it's the wrong size, and in winter closed is how you'll wear it.



BUTTONED FOR JANUARY

camel double-breasted coat, soft dropped shoulder, chocolate turtleneck, camel wide trousers, brown suede knee boots, taupe cashmere scarf



SOFT DOUBLE-BREASTED

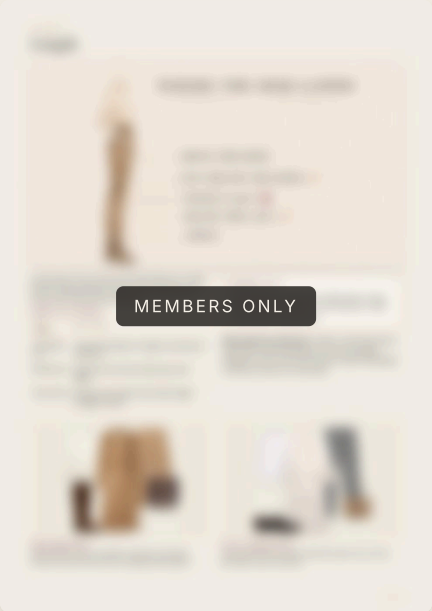
camel double-breasted coat, soft dropped shoulder, grey fine crew-neck, dark straight jeans, dark loafers

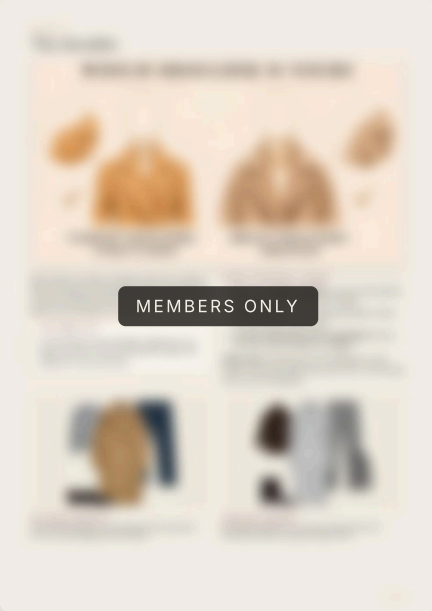
5 / 14

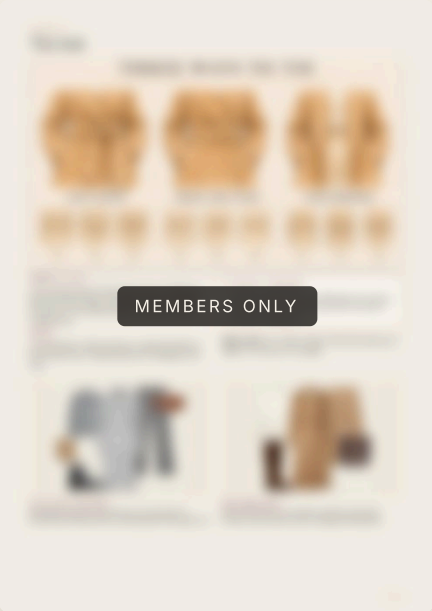
Your free card gives you the five rules. Style Notes shows you how to use them on your own body.

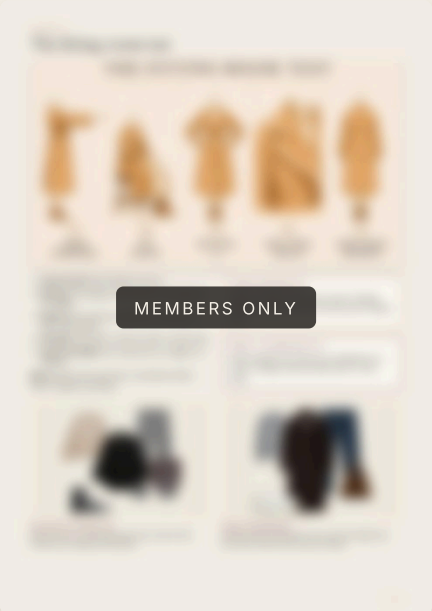
WHAT MEMBERS GET THIS WEEK

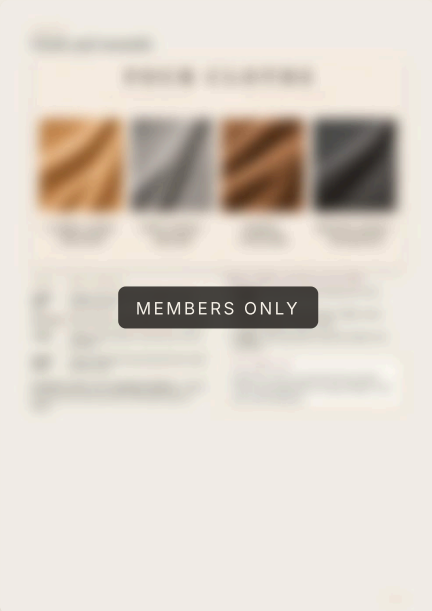
The rest of the coat

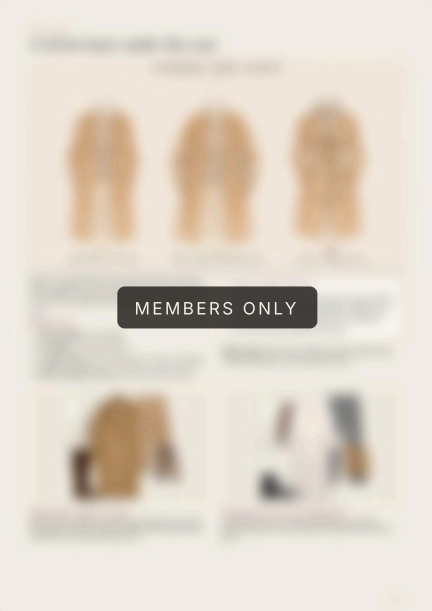












- **Length by height,** and which shoulder suits which body
- **The cloth and warmth tests,** and the down layer under the coat for real cold
- **Your first coat in your colour,** if camel isn't yours
- **Buying Max Mara second-hand:** the label and lining check
- **10 members-only coat outfits,** every piece named, plus the shop checklist
- A new Style Notes guide with every TSF video

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