

TRENDS SPOTTED FASHION · STYLE NOTES

How to Look Rich — Without Pretending

The reasoning behind the video — and one thing to try with clothes you already own.

SNEAK PEEK · JOIN TO READ ALL 19 NOTES

A note from me

The video asks a question. These notes are the practice.

We all want our clothes to say something good about us. That isn't vanity — it's a very human wish. But the wish to look rich usually ends in buying the right objects. The wish to look intentional ends in seeing better.

Each page takes one idea from the video, tells you why it works, and gives you one small thing to try this week — with what you already own. Open one page on an ordinary morning. That's enough.

— Leo

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No. 1

The outfit, and the story we tell about it



WHY IT WORKS

A grey sweater, ivory trousers, black boots and a woven bag. Nothing dramatic, no logo — and still the eye reads “expensive”. Why? Three quiet colours, one texture contrast (soft knit against smooth leather) and nothing competing for attention. The wealth is a story we add. The elegance is in how the pieces relate.

TRY IT THIS WEEK

This week, look at one outfit you admire — on the street or online. Say out loud only what you can actually see. Then notice what you invented.

No. 9

Change the relationships, not the price



WHY IT WORKS

A navy blazer, an ivory top, grey trousers. Brown accessories make navy and grey feel softer and warmer. A black bag and pointed pumps make the same foundation sharper and more professional. We didn't buy a better blazer — we changed what surrounds it. That is where most of an outfit's message lives.

TRY IT THIS WEEK

Keep the same three base pieces for two days. Change only the bag and the shoes, and notice how differently you feel.

No. 10

The bed test



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WHY IT WORKS

TRY IT THIS WEEK

No. 14

Not out of anxiety



WHY IT WORKS

TRY IT THIS WEEK

No. 16

Three hours, not three seconds



WHY IT WORKS

TRY IT THIS WEEK

Dress for your ambition, not your imaginary bank account.

Let your wardrobe express your direction —
not maintain an alibi.

You've read two of 20 notes.
The rest — every idea from the video, why it works,
and one thing to try each week — is waiting for members.

JOIN THE ELEGANT INSIDER CLUB

Members get Style Notes for every new video.

— Leo · Trends Spotted Fashion