

SNEAK PEEK · ELEGANT INSIDER CLUB STYLE NOTES

Jeans, When It's Cold

8 rules · 29 cards · one pair of jeans



OCTOBER 2026

WHAT'S INSIDE THE MEMBERS' NOTES

29 cards, 8 rules, 8 formulas

BEFORE WE START

Read the silhouette, not the age

RULE 1

Close the ankle

RULE 2

Go darker

RULE 3

Add something brown

RULE 4

Let the coat go long

RULE 5

Close the neck

RULE 6

Show the edges

RULE 7

One warm colour

RULE 8

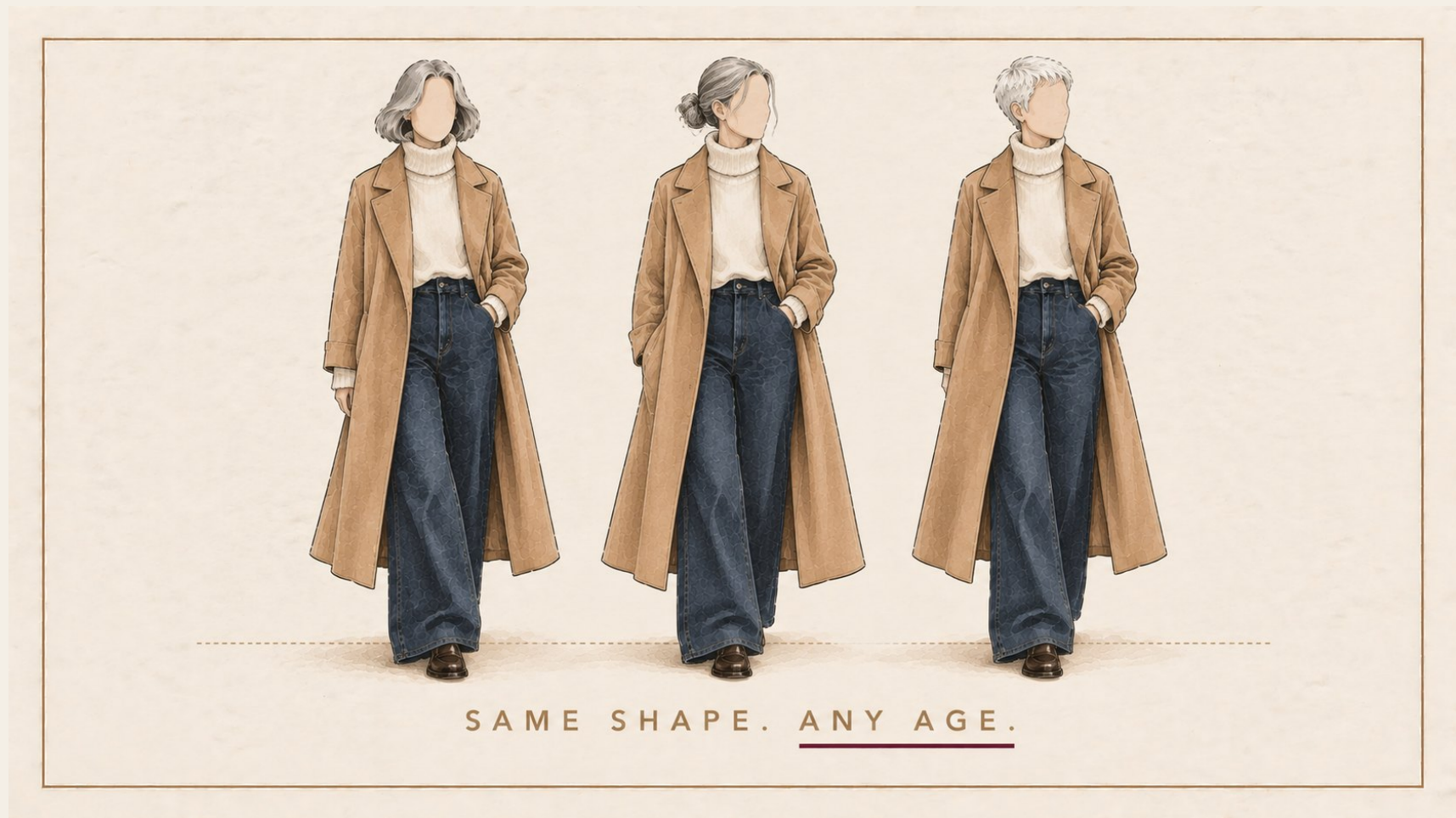
Try winter white

PLUS

The mirror test, and a formula for every rule



Every page explains the why, not just the what.



BEFORE WE START

Same shape, any age

A long camel coat over dark wide jeans works at 50 and at 80.
A silhouette has no age; only the details around it do.



RULE 1

Sock, boot, or hem on shoe

Three ways to close it: a ribbed sock inside a loafer, a boot under the hem, or a longer hem that rests on the shoe. Choose the one that suits the jeans you already own.

FORMULA cuffed jeans + ribbed socks + loafers

TRY THIS *Wear your cropped jeans with the socks you'd normally hide, and show them on purpose.*



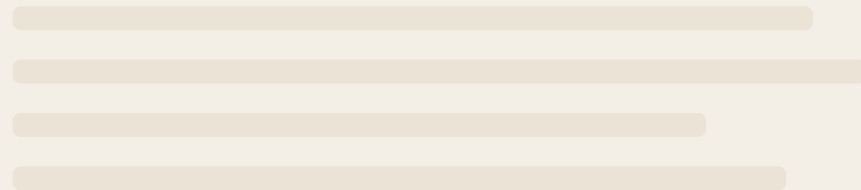
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RULE 4

Main event, quiet part





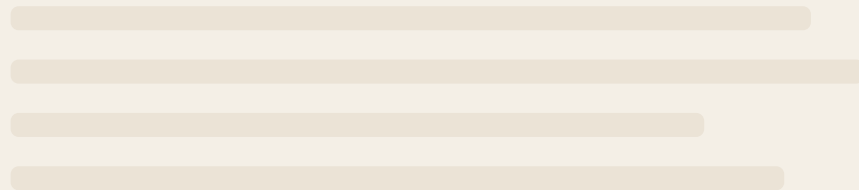
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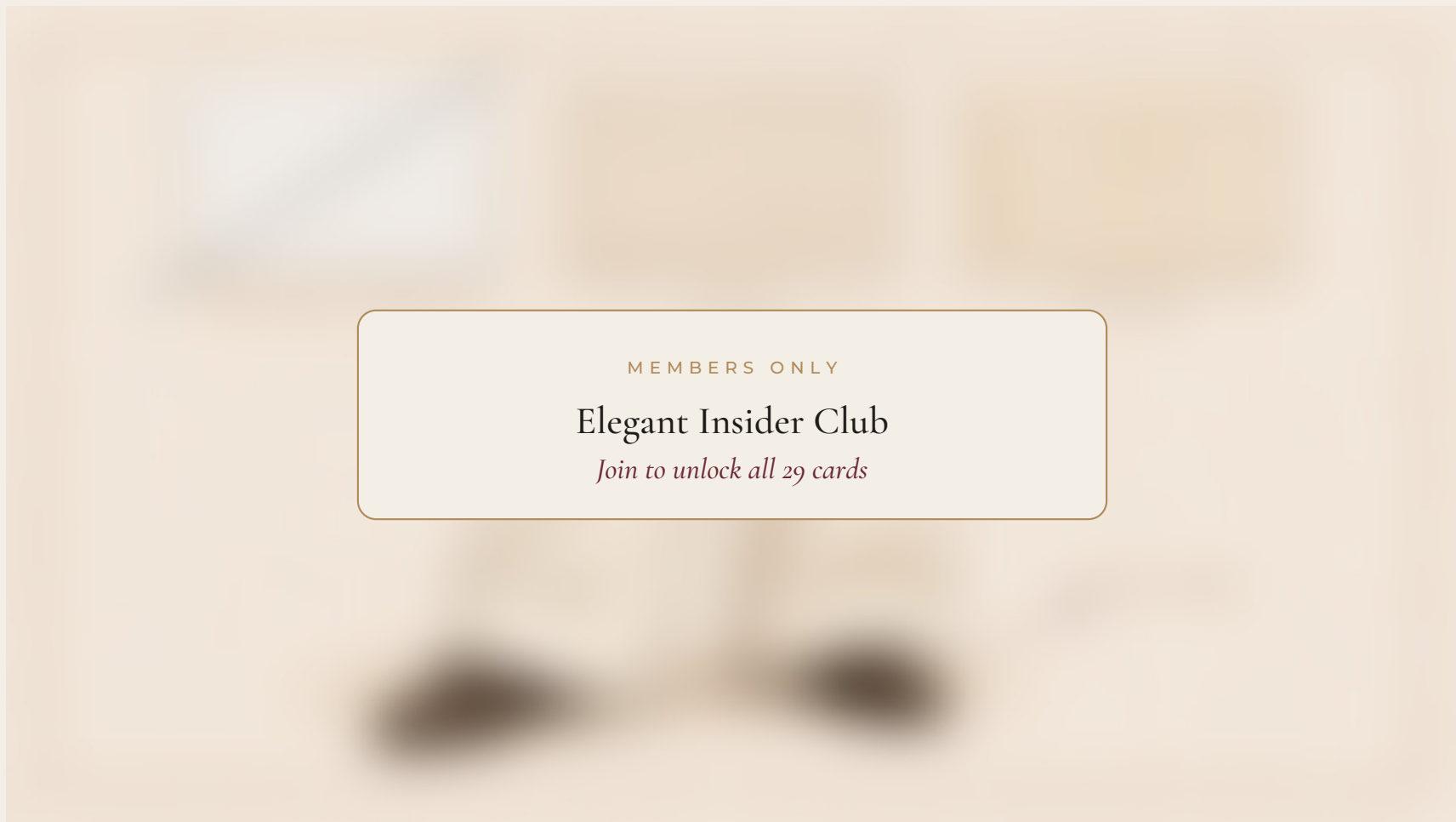
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RULE 6

Collar and cuff





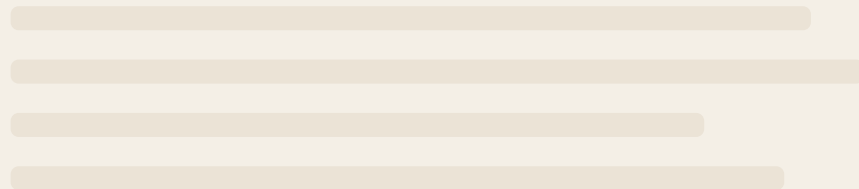
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RULE 8

Ecru, never optical white



ELEGANT INSIDER CLUB

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