



Polished & Powerful

SOCIAL ETIQUETTE FOR THE MODERN GENTLEMAN

Movement One

Personal Presence, Style
& *The Modern Gentleman*



THE OVERVIEW

How you present yourself shapes *how others experience you*

Polished & Powerful is for men who want to feel more confident in how they present themselves and move through social and professional situations. It is practical and current — not about rigid rules, but about understanding what is appropriate and making considered choices.

Movement One covers the practical elements of personal presence: how grooming, clothing, posture and attention to detail work together. Rather than simply telling men to "dress well", we explain what appropriate dress actually means — dress codes, tailoring, and how individual pieces should work together.

A modern gentleman does not need an enormous wardrobe or expensive labels. He needs to understand fit, proportion, quality and context.

AT A GLANCE

The Movement *in brief*

FORMAT	90 minutes, live online — Movement One of the two-part Polished & Powerful programme.
AUDIENCE	Men who want to present themselves with greater confidence, socially and professionally.
FOCUS	Presence, grooming, dress codes, tailoring and the judgement to dress well for any occasion.
INVESTMENT	£195



WHAT WE COVER

Five areas, one *clear standard*

From the way a man carries himself to the shoes he chooses — the practical detail behind a considered appearance.

01 Personal Presence

- ♦ First impressions, posture and carriage — walking, standing and sitting with confidence.
- ♦ Eye contact, facial expression, handshakes and personal space.
- ♦ Voice and pace of speech; calm body language and managing nervous habits.
- ♦ Looking confident without appearing arrogant.

02 Grooming & Personal Care

The details people notice, even when they do not consciously realise they are noticing them.

- ♦ Hair and haircuts, shaving, beard and moustache care.
- ♦ Skin, hands and nails, teeth and breath, personal hygiene.
- ♦ Fragrance — and the appropriate use of aftershave and cologne.
- ♦ Maintaining clothing and shoes, and looking polished when travelling.

03 Understanding Men's Dress Codes

Participants learn how to interpret a dress code rather than guess — and what to do when an invitation gives none at all.

- ♦ White tie, morning dress, black tie and black tie optional.
- ♦ Lounge suit, business formal, business professional and business casual.
- ♦ Cocktail, smart casual, casual and resort wear.
- ♦ Weddings, funerals, country and sporting events.

04 Tailoring, Shirts & Trousers

The foundations of dressing well — including the difference between a suit jacket, blazer, sports jacket and dinner jacket.

- ♦ **Suits** — navy, charcoal, grey and black; single- and double-breasted; two- and three-piece.
- ♦ **Fit** — jacket length, shoulder fit, sleeve length, shirt cuff, trouser length and break; when a suit is too tight and when tailoring needs alteration.
- ♦ **Shirts** — business shirts, Oxford, poplin, twill and linen; polos and quality T-shirts; collar styles and fit; when to tuck in, undershirts and how many buttons to leave open.
- ♦ **Trousers** — suit and tailored trousers, chinos, corduroy and denim; rise, break, pleats, turn-ups and appropriate fit.

05 Shoes, Belts, Coats & Accessories

Often the most useful part of the session — the details that finish an outfit, with an emphasis on restraint and quality.

- ♦ **Shoes** — Oxfords, Derbies, monk straps, loafers, Chelsea and chukka boots, suede, formal evening shoes and minimal trainers; which work with suits, tailored trousers, chinos, jeans and evening wear; shoe care and when footwear needs replacing.
- ♦ **Belts** — when a belt is required and when it is not; coordinating leather; formal versus casual belts and buckles; why dinner trousers are not worn with an ordinary belt.
- ♦ **Coats** — wool overcoats, trench, car and pea coats, casual and technical outerwear; what may be worn over a suit and what should not.
- ♦ **Accessories** — watches, ties, pocket squares, cufflinks, eyewear, wallets, bags and umbrellas.

DRESSING FOR REAL LIFE

What to wear, *and when*

We close by looking at the occasions that come up in real life: a first date, a business meeting, a job interview, a networking event, a wedding or funeral, a formal dinner or Michelin-starred restaurant, the theatre, a cocktail or garden party, a private members' club, an international conference, a country weekend and a long-haul journey.

Participants leave with a much clearer understanding of how to dress appropriately — without feeling overdressed, underdressed or unsure.





MOVEMENT TWO FOLLOWS

Social Confidence, Modern Manners & *Fine Dining*

Movement Two turns to the social situations many men find surprisingly difficult — entering a room, conversation, networking, modern dating and digital etiquette — and closes at the table with the essentials of fine dining.

To know what to wear. To know what to say. To know how to behave.

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