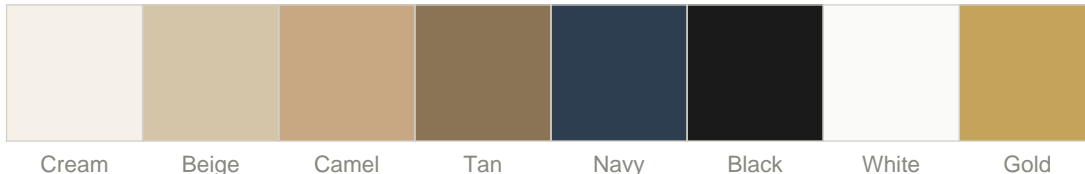


Italian old money aesthetic

Timeless tailoring, natural fabrics, and restrained elegance — the art of looking expensive without trying.

COLOUR PALETTE



Build outfits in neutrals first. Ivory, beige, camel, and navy are the workhorses. Black and white offer crisp contrast. Gold accents through jewellery or hardware add quiet warmth.

FABRICS & MATERIALS

Linen Breathable, naturally textured, perfect for warm days	Cashmere Soft understated luxury — sweaters & shoulder drapes	Silk Fluid drape for blouses and camisoles
Cotton Crisp white shirts, structured basics	Leather Buttery loafers, belts, structured bags	Knit Polo tops, midi dresses — fitted but relaxed

Avoid synthetics and heavily branded materials. Natural fibres always read as more expensive and age beautifully.

SILHOUETTE RULES

Tailoring over tight Clothes should skim the body — structured but never stiff, relaxed but never baggy.	Clean lines Tuck in shirts fully, choose straight-leg over distressed cuts, keep hemlines intentional.
Monochromatic tones Dressing head-to-toe in one neutral family (cream + beige + tan) reads as quietly expensive.	Effortless gestures Rolled sleeves, a cashmere draped loosely over the shoulders, a French tuck — studied nonchalance.

KEY PIECES

White linen shirt	Cream tailored blazer	Beige linen suit	Knit midi dress	Wide-leg trousers
Cashmere sweater	Silk camisole	Breton stripe top	White straight-leg jeans	Black maxi skirt

ACCESSORIES

Shoes Brown leather loafers, tan sandals, nude heels, black slingbacks. Always polished, never overly embellished.	Bags Structured leather handbags in tan, camel, or cream. Woven totes for casual days. Quality over logo.
Jewellery Minimal gold — hoop earrings, a classic watch, delicate chains. Pearl earrings for evening.	Sunglasses Oversized tortoiseshell or classic black frames. A non-negotiable finishing touch.

DO & DON'T

DO <ul style="list-style-type: none">✓ Invest in quality basics✓ Embrace natural linen creases✓ Keep jewellery minimal✓ Choose monochromatic looks✓ Let fabrics do the talking✓ Tuck in, create clean lines	DON'T <ul style="list-style-type: none">✗ Wear visible logos or branding✗ Distress or over-style denim✗ Over-accessorise✗ Mix too many bold colours✗ Choose synthetics over naturals✗ Try too hard — restraint is key
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