

# Houlton's Style Guide

DEC 2024  
ISSUE 1

Your ultimate  
2025 lookbook

Curated with love, for  
a stylish year ahead

Wardrobe Essentials

Elevated Basics

Date-Ready Looks

All About Blue

Fashion for the  
Color-Blind

Tech-Inspired Style





## Letter from the Editor

Merry Christmas, Houlton! This year I wanted to give you a gift that's as thoughtful and unique as you are. Welcome to your very own style guide! Inside, you'll find fashion inspiration that's tailored to current trends, your style aesthetic, and personal touches you love such as penguins and lots of blue. And, of course, it wouldn't be complete without a little Parisian flair to honor our first trip to Paris this year—a city that knows a thing or two about timeless style.

This guide combines what makes you happy with what's stylish—according to your Style Director of course. Every page is made with love, care, and a sprinkle of inspiration to make getting dressed a little more fun and expressive. Whether it's a casual look for everyday life, something polished for romantic date nights, or fun looks for one of our adventures, I hope this guide becomes your go-to for feeling like the best version of yourself.

*Sarah Bradley*

**Style Director and Editor-in-Chief**

# IN THIS ISSUE

**3**

Houlton's Style Aesthetic: Casual Cool

Balancing comfort and sophistication

**5**

Houlton's Style Icons

**7**

Style Guide: Shirts

**8**

Style Guide: Graphic Tees

**9**

Style Guide: Jeans and Pants

**10**

Style Guide: Sweatshirts, Sweaters, Cardigans

**11**

Style Guide: Jackets & Coats

**12**

Style Guide: Shoes

**13**

Style Guide: Accessories

**15**

Lookbook



# *Houlton's Aesthetic:* **CASUAL COOL**

The Casual Cool aesthetic is a relaxed yet stylish approach to men's fashion that prioritizes comfort, versatility, and effortless appeal. It's rooted in simplicity, focusing on wardrobe essentials that can be easily mixed and matched for various occasions. Unlike trend-driven styles, Casual Cool exudes timelessness, often incorporating classic staples like well-fitted jeans, neutral-toned t-shirts, and casual sneakers. The hallmark of this aesthetic is its adaptability, striking a balance between looking polished and feeling laid-back.

This aesthetic encompasses several nuanced subsets, allowing individuals to tailor the style to their personal preferences and lifestyle. For example, Classic Casual leans toward timeless staples and clean fits, while Sporty Casual integrates athletic-inspired pieces like joggers and hoodies. Rugged Casual emphasizes durable, earthy fabrics such as flannel and leather, whereas Edgy Casual incorporates statement pieces like ripped jeans and leather jackets for a rebellious vibe. Each subset maintains the overarching goal of creating a look that feels effortlessly put-together without excessive effort.





Functionality is another key aspect of Casual Cool. Whether incorporating minimalist elements for a sleek and refined look or streetwear influences for a bolder, trend-driven edge, the aesthetic ensures that every piece serves both a practical and stylish purpose. The color palette is often grounded in neutrals—black, white, gray, and earthy tones—allowing for easy layering and coordination. Accessories are minimal but intentional, with items like leather belts, understated watches, and crossbody bags enhancing the outfit without overwhelming it.

Overall, Casual Cool is the perfect blend of comfort and style for the modern man. It suits a wide range of settings, from relaxed weekends to casual social gatherings, making it ideal for men in their 20s seeking a wardrobe that feels authentic and approachable. By drawing inspiration from various subsets, individuals can infuse their personality into the aesthetic, ensuring a look that is both distinctive and versatile. Whether leaning toward classic, sporty, or edgy, Casual Cool is a reliable foundation for building a timeless and stylish wardrobe.

**"CASUAL COOL EXUDES TIMELESSNESS,  
BLENDING COMFORT AND STYLE WITH  
CLASSIC STAPLES THAT FEEL  
EFFORTLESSLY PUT-TOGETHER."**

# *Houlton's* **STYLE ICONS**

## **1** Glen Powell

Glen Powell's style blends classic masculinity with modern ease. Known for his well-fitted staples like tailored chinos, neutral t-shirts, and lightweight jackets, he adds depth and texture without overwhelming his looks. Your stylist selected Glen as a style icon for his exceptional taste in sunglasses, which enhance his clean-cut yet relaxed aesthetic.



## **2** Ryan Reynolds

Ryan Reynolds' style is a blend of sharp tailoring and casual ease. He pairs well-fitted suits with simple shirts or t-shirts, and off-duty, opts for denim jackets, chinos, and sneakers, creating a refined yet relaxed look. Ryan's ability to seamlessly combine sophistication with laid-back comfort makes his style both refined and relatable.





# 3

## David James Elliott

David James Elliott is a TikTok influencer known for his effortless style that blends streetwear with laid-back sophistication. He pairs oversized shirts and hoodies with fitted jeans or cargo pants, often accessorizing with hats, sneakers, and subtle jewelry for a balanced, comfortable look with an emphasis on comfort, versatility, and personal expression.

# 4

## Henry Cavill

Henry Cavill's style combines timeless sophistication with rugged charm. Known for sharp suits that highlight his muscular frame, he balances his formal looks with casual elegance, opting for fitted jeans, leather jackets, and classic footwear. His preference for classic cuts and muted colors reflects a refined yet approachable aesthetic.



# 5

## Jack Harries

Jack Harries, the YouTuber, has a casual and minimalist style. Jack favors simple basics like t-shirts, slim jeans, and sneakers. He creates a laid-back yet polished look with neutral tones and clean lines, balancing comfort and style with a modern, youthful edge.



# SHIRTS

Madewell Garment-Dyed  
Allday Crewneck Pocket Tee in  
Lighthouse, \$35



Uniqlo Crew Neck T-Shirt in  
68 Blue, \$20



Uniqlo Crew Neck T-Shirt in  
09 Black, \$20



Uniqlo Crew Neck T-Shirt in  
07 Gray, \$20



Uniqlo Crew Neck T-Shirt in  
38 Dark Brown, \$20



Madewell Navy Button Up,  
Owned



Abercrombie Sweater Polo,  
Owned



Gap Linen Button Up, Owned



Long-Sleeve Button Up,  
Owned



# GRAPHIC TEES

Theramura Niche-Designed  
Heavy Duty Hong Kong  
Style T-Shirt in White, \$40



Outsider Supply A Drawing of  
Yves Klein Heavyweight Tee, \$70



Etsy Andromeda Tee Vintage  
in Black, \$45



Abercrombie Lord of the Rings  
Graphic Tee in Black, \$40



Princess Ace, Cool Cats And  
Charming Kittens Graphic T-  
Shirt, \$25



Vanity Feel I Just Gotta Be Me  
Penguin Shirt, \$25



# JEANS & PANTS

Madewell 1991 Loose  
Straight Jean in Hanlon  
Wash, \$138



Madewell 1991 Loose  
Straight Jean in Aalto  
Wash, \$138



Abercrombie Rigid  
Denim Loose Jean in  
Cream, \$80



Khaki Shorts, Owned



Buck Mason Japanese  
Loomstate Selvedge Full  
Saddle Jean in d018, \$248



J. Crew Classic chino pant  
in Storm Navy, \$98



Navy Shorts, Owned



# SWEATSHIRTS, SWEATERS & CARDIGANS

Abercrombie Oversized Marled  
Crew Sweater in Light Brown, \$80



Madewell Crewneck Sweater in  
SoftWool in Dark Metal, \$158



L.L.Bean Men's Signature Camp  
Merino Wool Crewneck Sweater  
in Navy/Maine, \$149



Abercrombie Oversized Marled  
Crew Sweater in cream, \$80



J. Crew Heritage 14 oz. fleece  
sweatshirt in Hthr Athletic  
Grey, \$90



Land's End Cotton Drifter Saddle Crewneck  
Shaker Sweater in Nautical Blue, \$80  
\*Only wear with very dark or light colors



# JACKETS & COATS

Massimo Dutti Cotton jacket with snap buttons in Brown, \$190



Madewell Straight-Hem Work Shirt in Garment Dye in vintage linen, \$98



Massimo Dutti Twill jacket with snap buttons in Ochre, \$180



American Giant Gray Chore Jacket, Owned



L.L.Bean Navy Puffer, Owned



Navy Blazer, Owned



# SHOES



G.H.Bass Men's Suede Ranger Super Lug Moc Boot in Brown, \$245



Koio Capri in Triple White, \$245



Converse Chuck 70 Canvas in Parchment/Garnet/Egret, \$85



Vans® Premium Authentic sneakers in Navy, \$75



Koio Fermo in Nero, \$365



Brown Loafers, Owned

# Accessories



Uniqlo HEATTECH Knitted Gloves  
in Navy, \$10



Seiko Presage Automatic  
SRPE43 in Blue Stainless  
Steel, \$425



Quince Mongolian Cashmere  
Ribbed Beanie in Charcoal, \$30



Uniqlo HEATTECH Ribbed  
Beanie in Navy, \$10



Huckberry Waxed Canvas 6-  
Panel Hat in Coal, \$44



Dalix Penguin Hat in  
Navy Blue, \$30



TIMBUK2 Flight Crossbody Satchel in Rust, \$79



Eternate 14k Gold Square  
Signet Ring, \$506



Roka Rory 2.0 in Matte Black Tortoise  
Frame - Glacier Mirror (Polarized), \$220



WMP Eyewear DASH Sunglasses in Whiskey  
Brown Tortoise / Grey Lens, \$39



Ray-Ban RB2180 in Polished Light Havana Lens  
Polarized Brown, \$238



Theory Reversible Belt in Cognac and Black, \$125

# *The Lookbook*

*Outfits styled for you*





















**Coupon**  
*Redeemable for*

**\$50**

*towards any  
piece(s) within  
this style guide*



*Redeemable  
through 12/25/25*

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*of consultation  
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