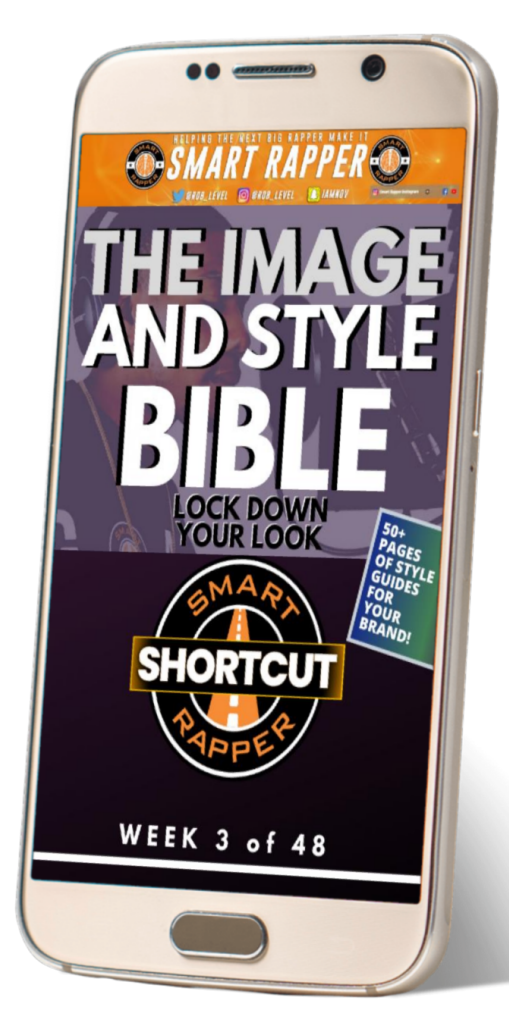


PERSONAL GROOMING AND ACCESSORIES

IMAGE GUIDE



GRILLZ

HAIR



CHAINS



**PERSONAL GROOMING CHOICES +
ACCESSORIES ARE LIKE THE ICING ON
THE CAKE OF YOUR STYLE: DON'T
FORGET THEM. THEY COMPLETE
EVERYTHING.**

**YOU'LL NEED TO DECIDE WHAT HAIR, FACIAL
HAIR, JEWELRY, ETC WILL COMPLETE YOUR LOOK
JUST THE WAY YOU WANT IT IN ORDER TO
FINALIZE YOUR BRAND AND STYLE + IMAGE.**

**TO HELP, WE'VE CATALOGUED TONS OF LOOKS FOR YOU TO GO
THROUGH, ALL WITH BRANDING GUIDANCE AND ADVICE FOR YOUR
ARCHETYPE AND IMAGE. IT ALSO HAS PRACTICAL STEPS YOU'LL
NEED TO TAKE TO MAINTAIN THOSE LOOKS SO YOU CAN MAKE
THE BEST DECISION FOR YOURSELF.**

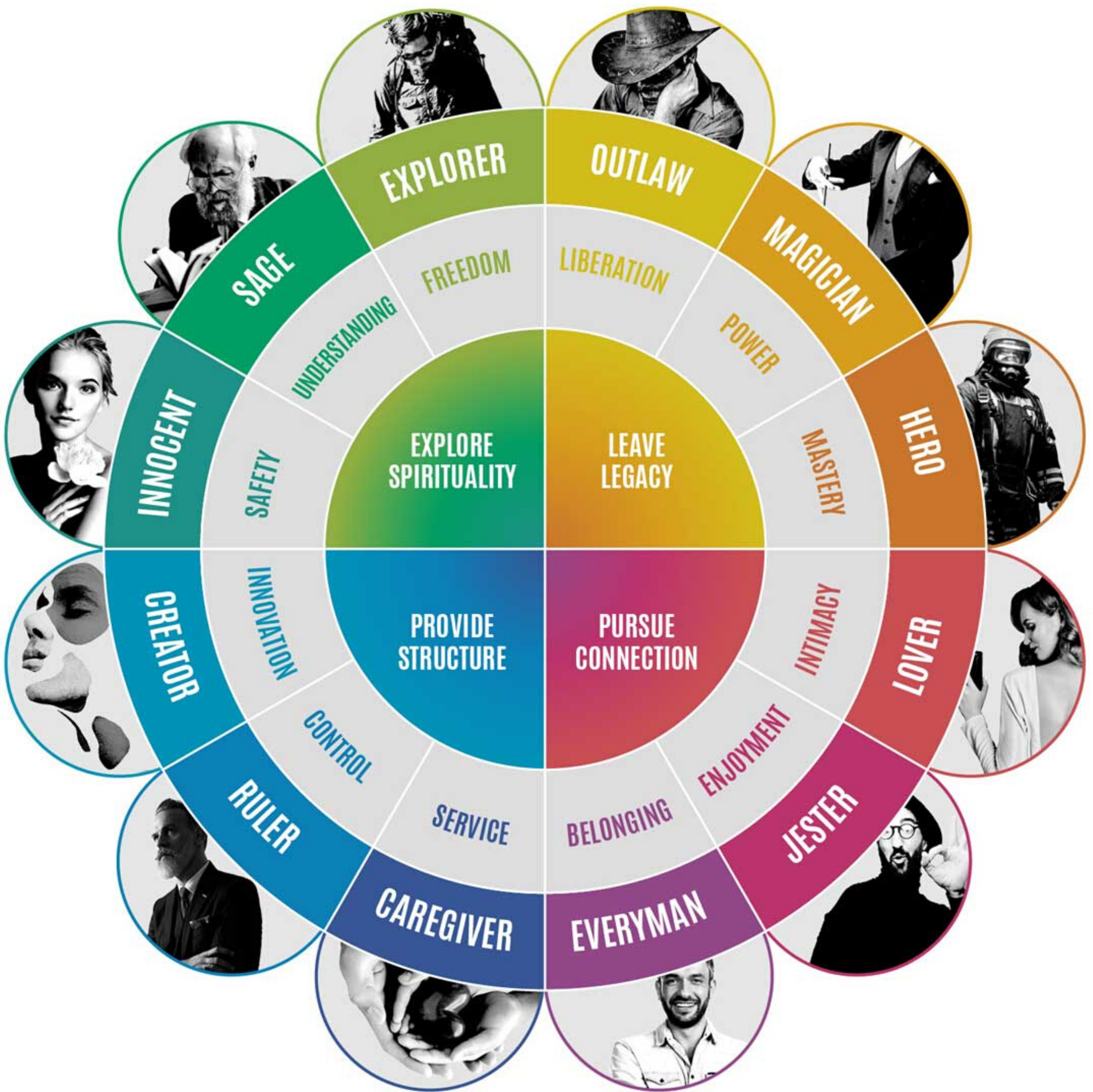
**KEEP UP THE GOOD
WORK! CHECK OUT THE
SECTIONS IN THIS BOOK
TO FIND THE PERFECT
STYLE ACCESSORIES
AND IDEAS FOR
PERSONAL GROOMING.**

quick

REMINDER:

ARCHETYPE CHART

THIS GUIDE WILL REFERENCE YOUR ARCHETYPE TO HELP YOU FIND THE BEST LOOKS THAT WORK FOR YOU ORGANICALLY. MAKE SURE TO HAVE THIS CHART AND YOUR NOTES ON YOUR BRAND AND ARCHETYPE READY SO YOU CAN MAKE THE MOST ON POINT CHOICES FOR YOUR IMAGE.



HAIR

shaved head

- Freddy Gibbs
- Yung Jeezy
- Common
- Tupac
- LL Cool J
- Tyrese
- DMX

This is a clean look with a no-nonsense vibe. Perfect for people losing their hair - or just looking to make a bold statement.

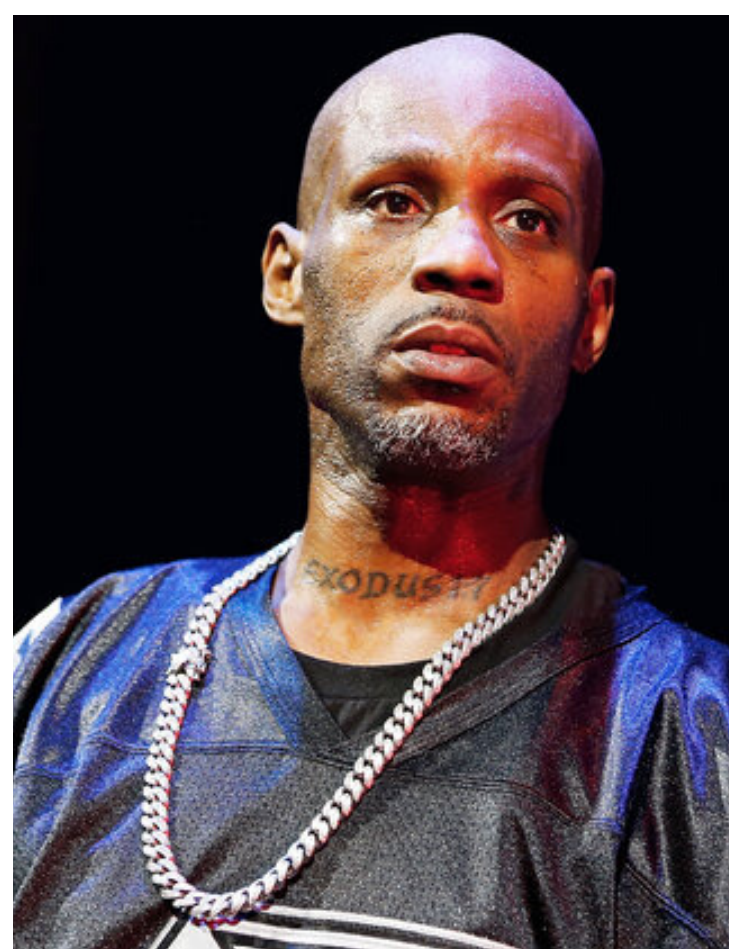
Suggested Archetypes:

The Ruler

The Sage

The Magician

The Outlaw



HAIR

braided styles

- Lil Yachty
- ASAP Rocky
- Travis Scott
- Pusha T
- The Game
- Snoop Dogg
- Nipsey Hussle

This look is very classic hiphop and pays respect to traditional black hair styles. Gives a classic street vibe, plus there are tons of variations, whether it's cornrows or dangling braids, where you can individualize stuff more for your specific look.

Suggested Archetypes:

- The Sage
- The Jester
- The Magician
- The Outlaw
- The Everyman
- The Creator
- The Lover



HAIR

locs

- Lil Uzi Vert
- Joey Bada\$\$
- XXXTentacion
- Lil Wayne
- Future
- Migos
- Fetty Wap



Dreadlocks, or locs, are a powerful and interesting statement used by rappers and artists alike. By embracing a natural texture, you exude supreme confidence. By making it art, you elevate yourself to a whole new level of striking.



Suggested Archetypes:

- The Sage
- The Jester
- The Magician
- The Outlaw
- The Everyman
- The Creator
- The Explorer



HAIR

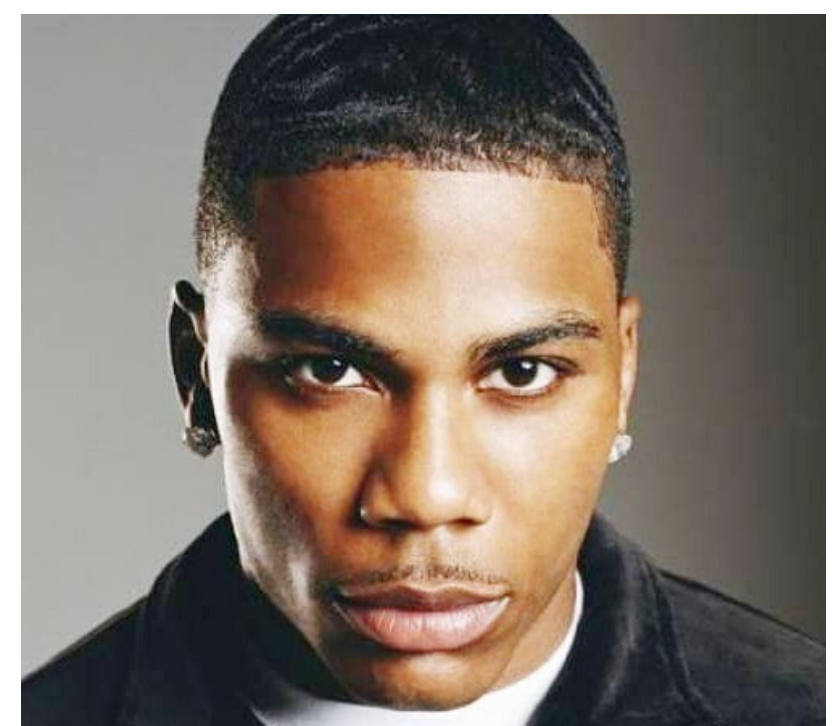
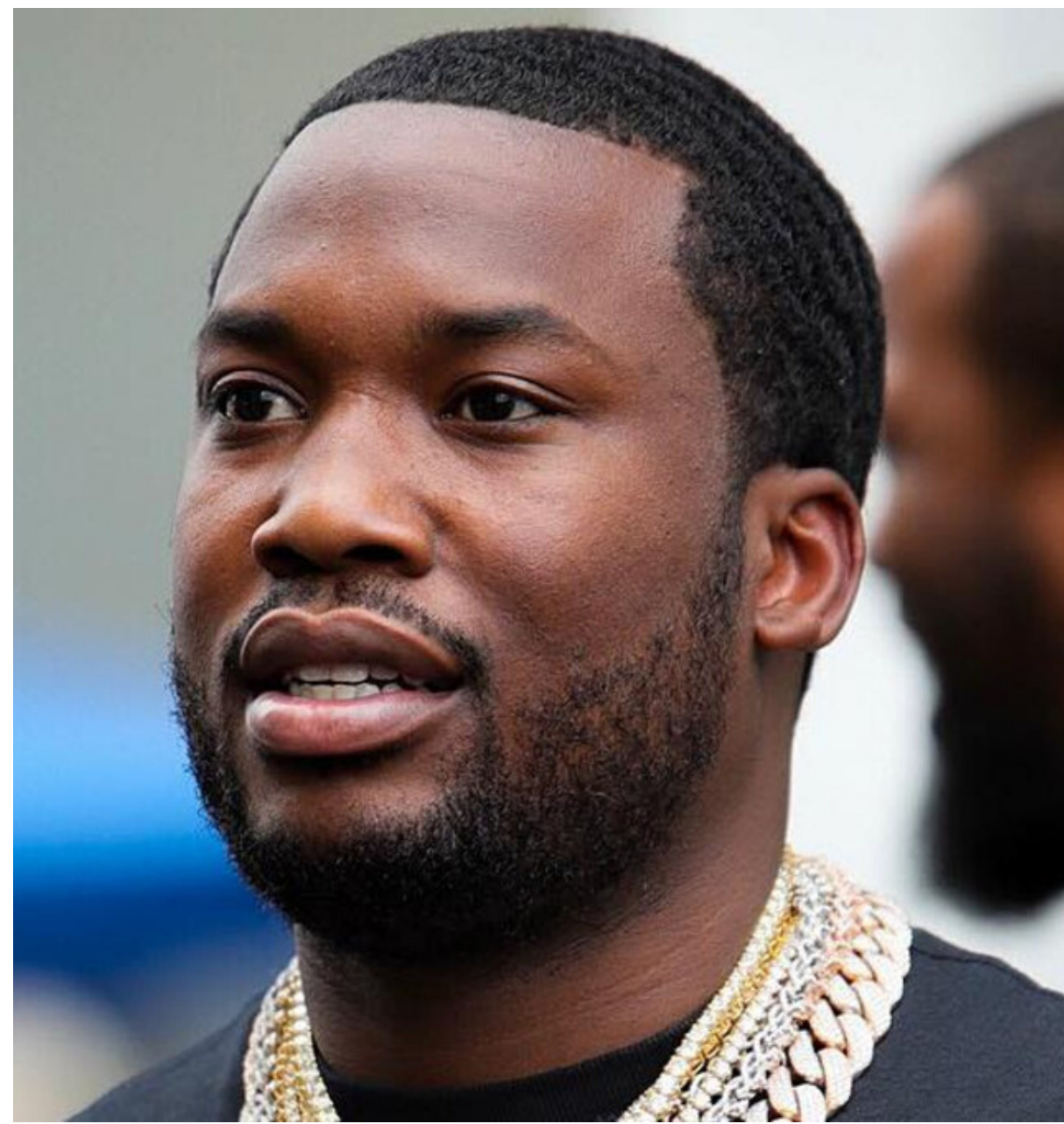
waves

- Meek Mill
- Drake
- Nelly
- 50 Cent
- ASAP Ferg
- G Herbo

Waves are a fancier look - but it comes with a price. Upkeep for those waves to stay sharp is labor intensive. If you're ok with that, it can definitely lend an expensive vibe to your look and make you seem more put together.

Suggested Archetypes:

The Hero
The Ruler
The Innocent
The Lover
The Everyman
The Creator
The Explorer



HAIR

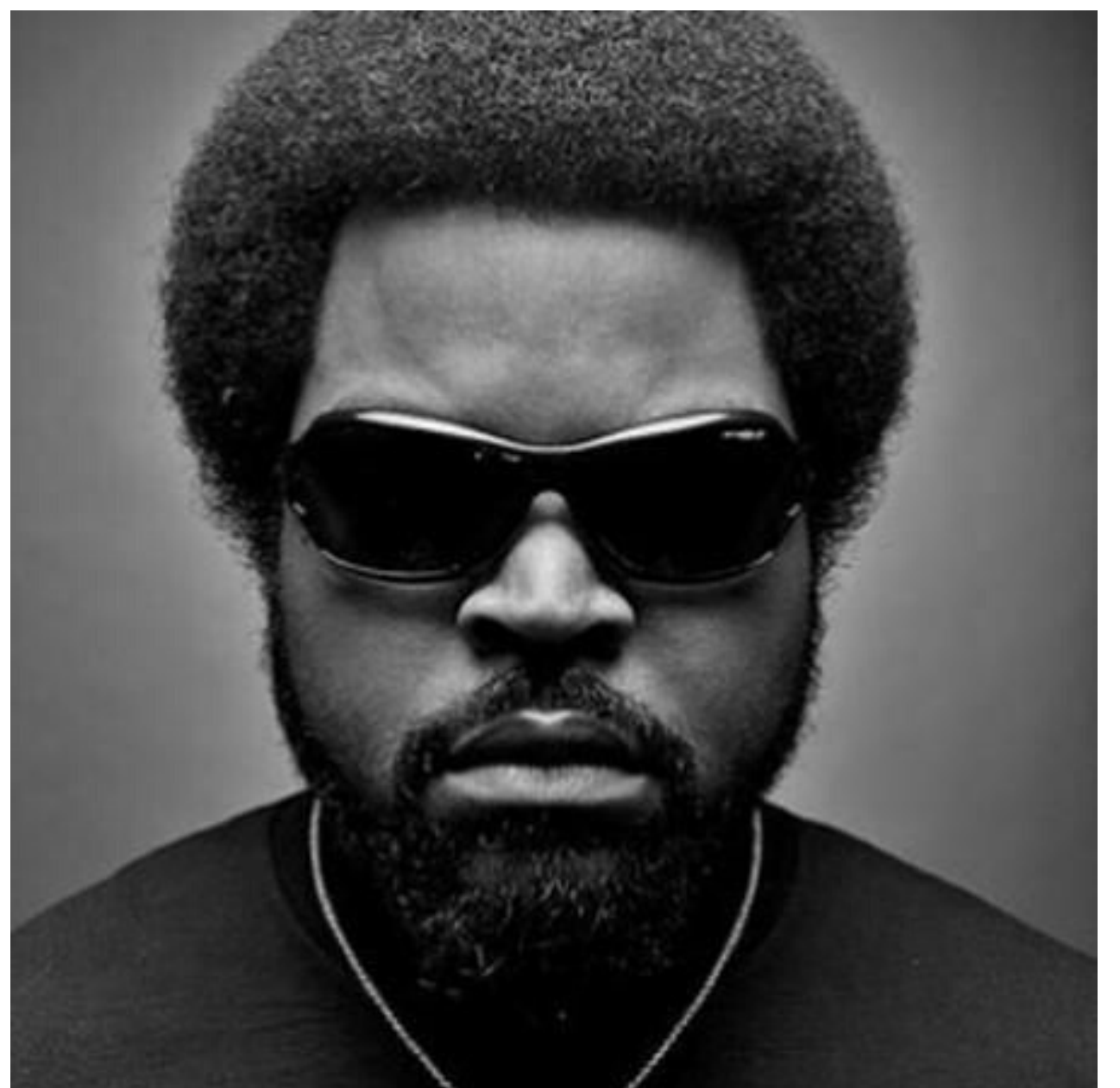
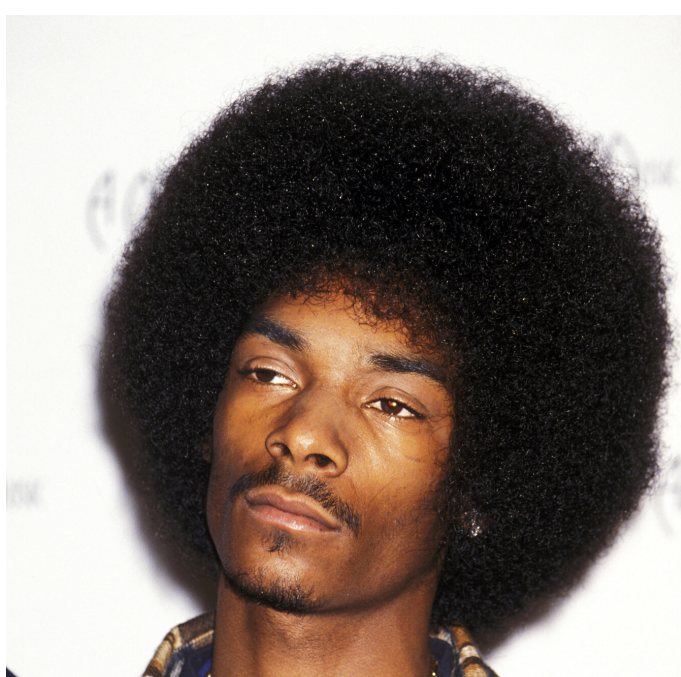
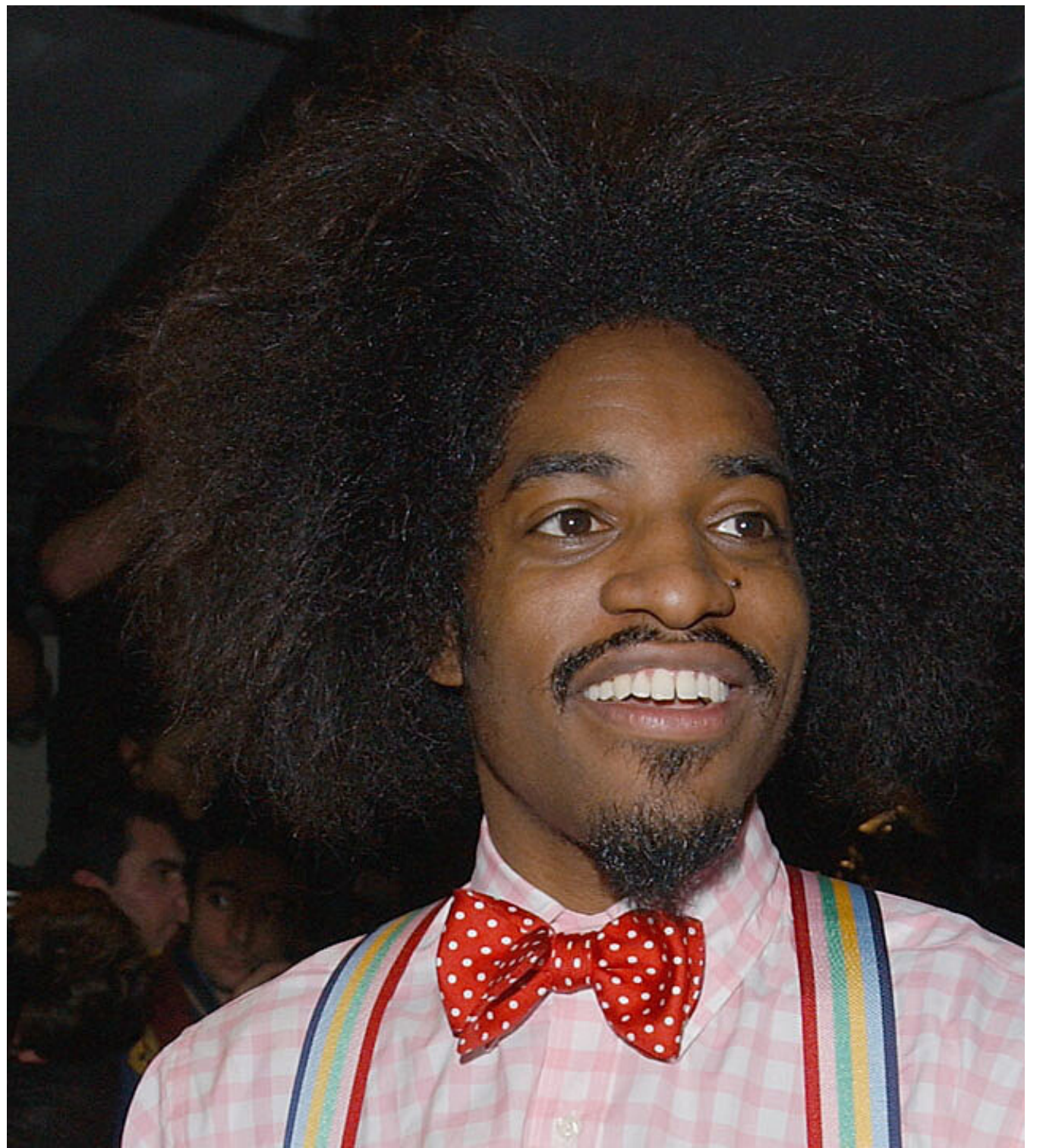
afro

- Andre 3000
- Ludacris
- Questlove
- Ice Cube
- Snoop Dogg

The afro is a big power statement that embraces traditional black natural hair silhouettes. A big look in the 1970's, it is also a throwback or classic style that can give you a retro vibe depending on the outfit. It's attention grabbing and attracts eyes.

Suggested Archetypes:

- The Hero
- The Creator
- The Jester
- The Outlaw
- The Explorer
- The Magician
- The Explorer
- The Sage



HAIR

shaped up/clean lines

- Drake
- Kanye West
- Tory Lanez
- 6lack
- Nas

The number two with a fade is a classic, low-fuss look that you can add to with shaved in designs and tags. Has a "clean" and "fresh" look - also minimalist or no nonsense. It will be the easiest style for upkeep - though you'll have to go to the barber often to keep things tight.

Suggested Archetypes:

- The Hero
- The Boss
- The Sage
- The Lover
- The Everyman
- The Innocent
- The Caregiver



HAIR

big colors

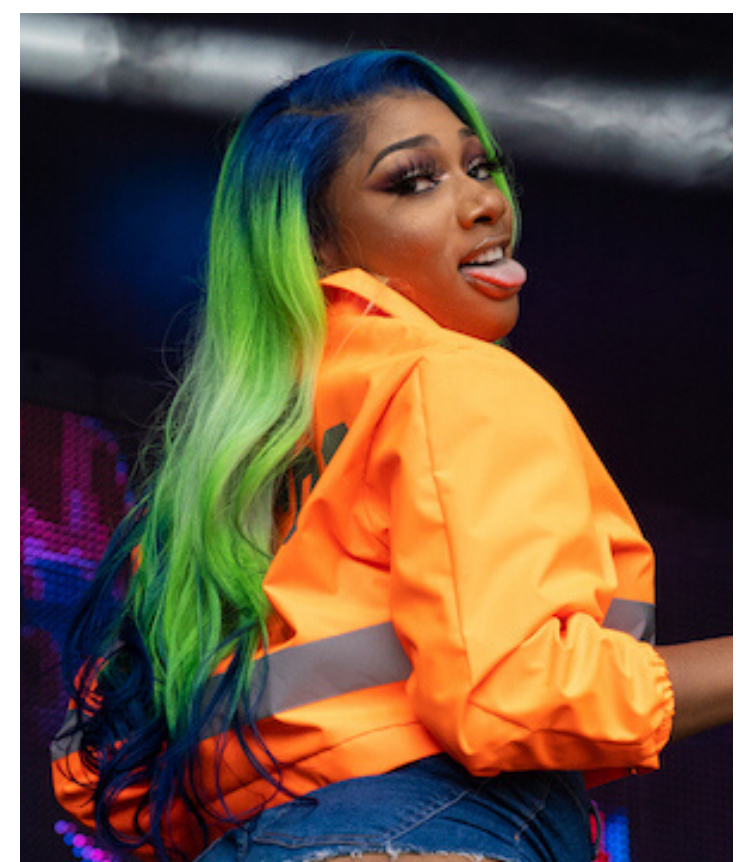
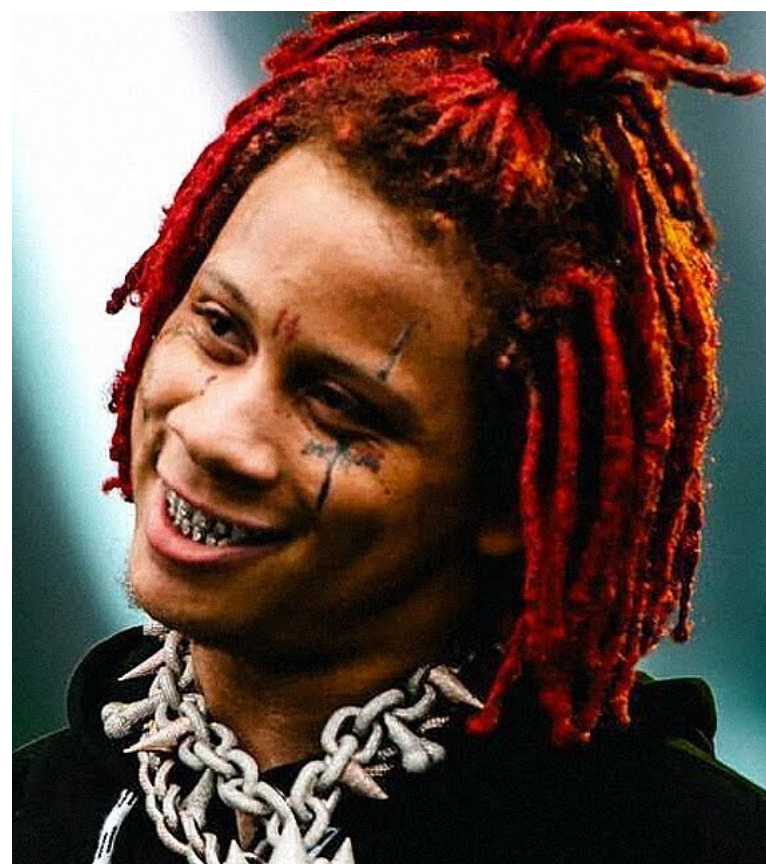
- Lil Pump
- Trippie Redd
- Tekashi69
- Lil Uzi Vert
- Nicki Minaj
- XXXTentacion
- Megan Thee Stallion
- Wiz Khalifa

This eye-popping style is very popular right now. In the words of Cardi B on Hustle and Flow, "the kids like the colored hair these days." It grabs attention and screams creativity and fun.

Colors can be incorporated in many ways - dying your natural hair, weaving colored pieces into locs or braids, even wigs. See the next section for real-talk advice on what colored hair takes in terms of upkeep.

Suggested Archetypes:

The Jester
The Explorer
The Lover
The Creator
The Magician
The Sage
The Outlaw



HAIR

HOW TO DO COLOR



The Real Talk No One Tells You

If you follow me on social media or watch our series, "This Ain't Luck" you know that I had pink hair for most of this past year (now, I have blue hair.) So, I wanted to share the actual process with you in case this is a look you are considering.

FIRST STEP: BLEACH

In order for hair actually accept the colored dye, it needs to be bleached and as blond or white as possible. It's basically the same principal as painting a picture - you start with a white canvas so that the color will pop off - you don't paint on brown or black.

If your hair is dark, it will need to undergo a transformation through bleach. You will need to bleach the part you want colored so that it is very blond or white. This is something you should **ONLY** do with a professional at a salon. Doing bleach yourself can literally result in chemical burns, your hair falling out, etc. Don't try to cut costs here.



This is how light your hair will need to be - before the color goes on.

PAY ATTENTION TO THIS:

Bleach will damage your hair. It will change the way your hair feels. Your hair will be dryer and more "cripsy" feeling. It will break and fall out more easily. Additionally, each hair strand will **EXPAND THREE TIMES** during the bleaching process, so your hair will actually thicken and appear bigger. Sometimes, hair strands become damaged in a way where they begin to stretch, like a bungee cord - and when you brush your hair, the hair stretches and then snaps, resulting in really weird curly tangles. **BE AWARE.**

STEP TWO: COLOR

Once your hair is nice and light colored, it is time for color.

Now, this is the part you can start to cut costs on - if you want to.

There are a lot of color-depositing shampoo and conditioners available. This means you won't actually need to pay to dye your hair, which can be more expensive - you can just buy an at-home product that you will continue to use to WASH your hair to keep the color fresh.

If you want to use actual dye, BE AWARE that it will fade. You should invest in some good color depositing conditioner that matches your color. Then, you will be able to save some cash by needing less trips to keep it vibrant. The best brand on the market is Overtone, followed by KeraColor. Check them out! Also beware - many colored conditioners will contain cancer-causing chemicals.

REAL TALK WRAP UP:

This is by no means an "easy" look to keep up. It will continue to take work and effort, time, and money to keep it up. If you want a really cool look that will always have people saying "I Love Your Hair!" then it's worth it. If you don't like extra effort for your look, avoid this style, because you'll need to do some kind of maintenance or else you quickly start to look ragged or homeless.

HAIR

long on top/ shaved sides

- G Eazy
- Justin Bieber
- Zayn
- Machine Gun Kelly

This is a styled yet effortless look that keeps long hairs on the top of the scalp and shaved sides. S

Suggested Archetypes:

The Lover

The Everyman

The Sage

The Outlaw

The Innocent



HAIR

coiffed

- G Eazy
- Macklemore
- Zayn
- Hoodie Allen

This look is a little more polished, a little more try-hard - and will require styling from you to maintain.

Suggested Archetypes:

The Creator
The Ruler
The Caregiver
The Explorer
The Magician
The Hero



HAIR

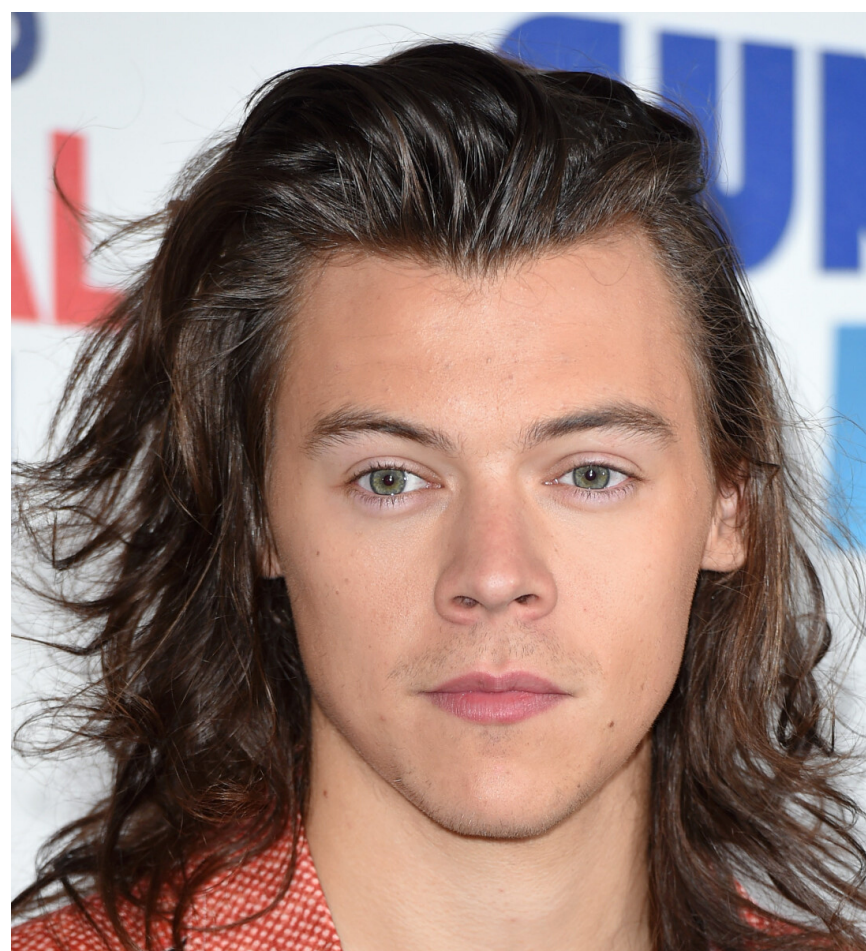
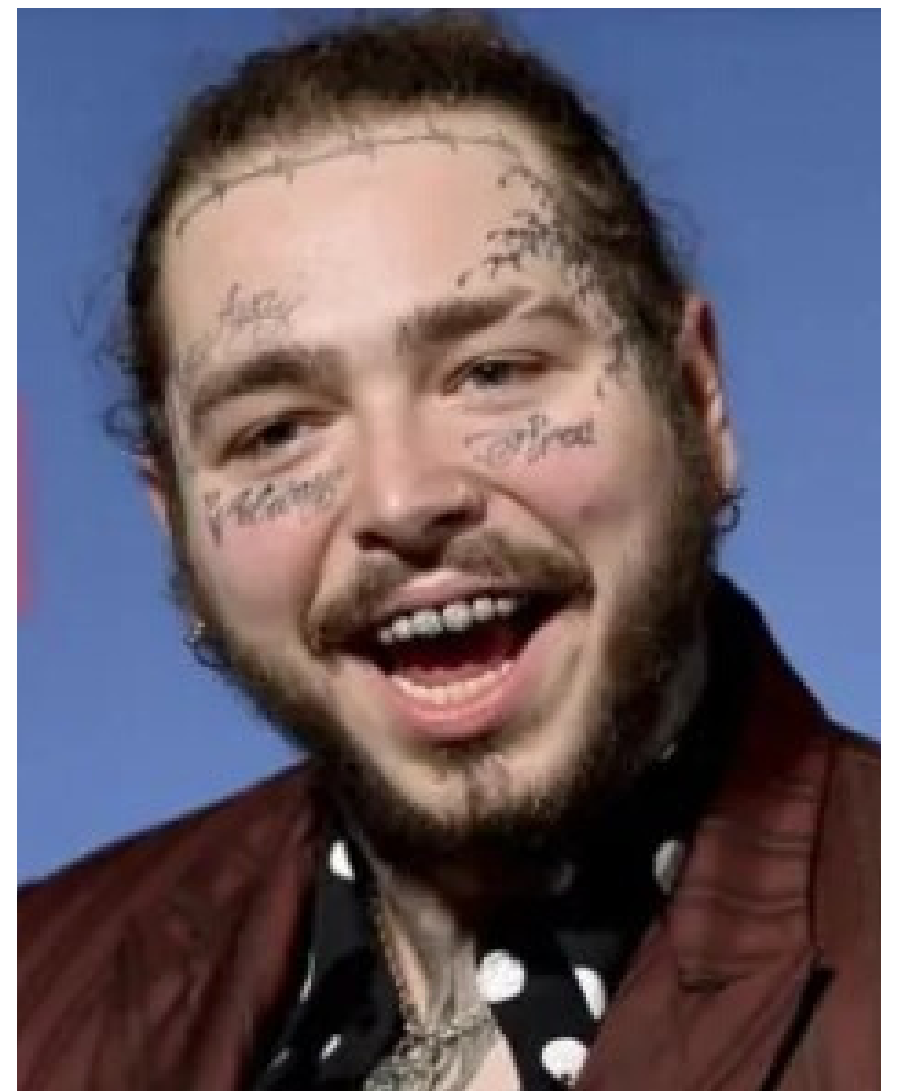
natural

- Lil Dicky
- YelaWolf
- Post Malone
- Asher Roth
- Harry Styles
- Rittz

This look is completely natural and requires little maintenance beyond the occasional haircut. Definitely gives off an accessible, just-a-regular-guy vibe. The shoulder length look gives a bit of a rocker/bad boy vibe you can try depending on your hair type.

Suggested Archetypes:

The Creator
The Magician
The Outlaw
The Jester
The Sage
The Explorer



HAIR

Super Short

- Eminem
- Mac Miller
- Logic
- Zayn
- Macklemore

This look is close cropped and practical. No nonsense here. The hyper short hair length is very minimal and does not necessarily "add" very much. However, it also has a nice simplicity, and depending on your hairline, a vague military vibe, making you look "hard."

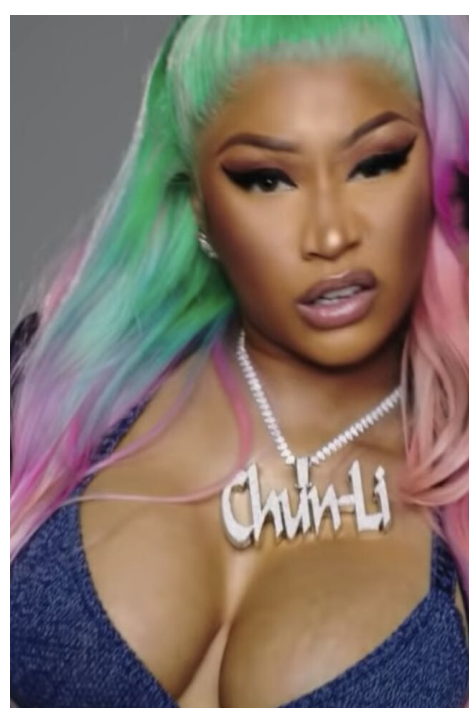
Suggested Archetypes:

The Hero
The Everyman
The Ruler
The Outlaw
The Innocent
The Explorer



GRILLZ AND CHAINS

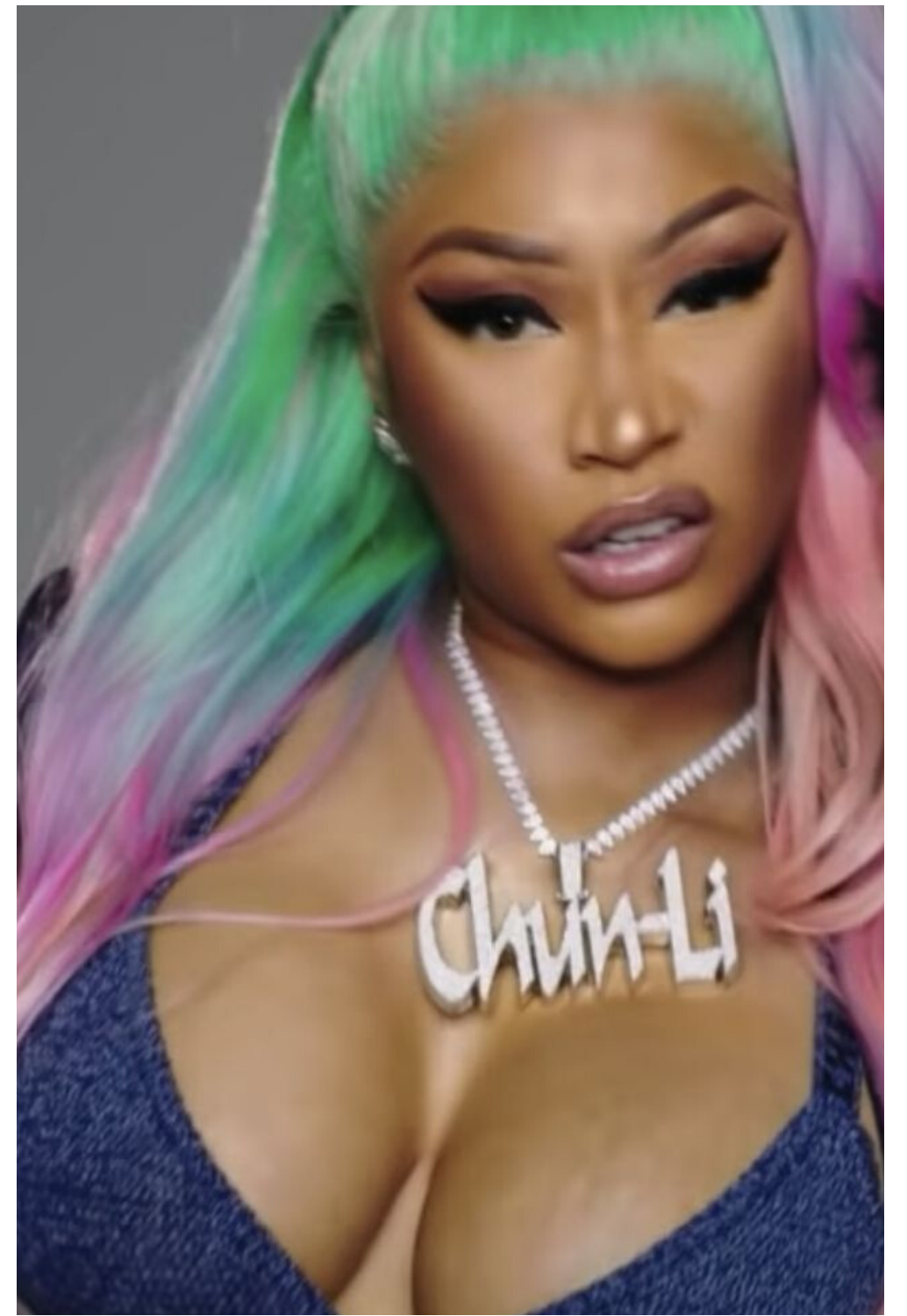
To Bling or not to Bling



CHAINS

A TRUE HIP HOP CLASSIC

*Rappers rep
chains, that's
just how it is.
But what
style? What
metal? How
do you
decide?*



CHAINS:

BIG ASS CHAINS

This is a big flex choice. By wearing a big chain, you are automatically flexing and drawing attention to yourself. These chains are larger than life and typically made with oversized gold links. There is a metaphorical angle to the big chain - maybe, before, you were in chains - now you have conquered and taken the chains back and are wearing them as a trophy. Big ruler and boss energy. Just make sure you back up the choice with swag and other wardrobe choices - as you can see, everyone typically does more understated clothing looks with a big chain so they don't look like cartoon character.

Color: Gold



CHAINS

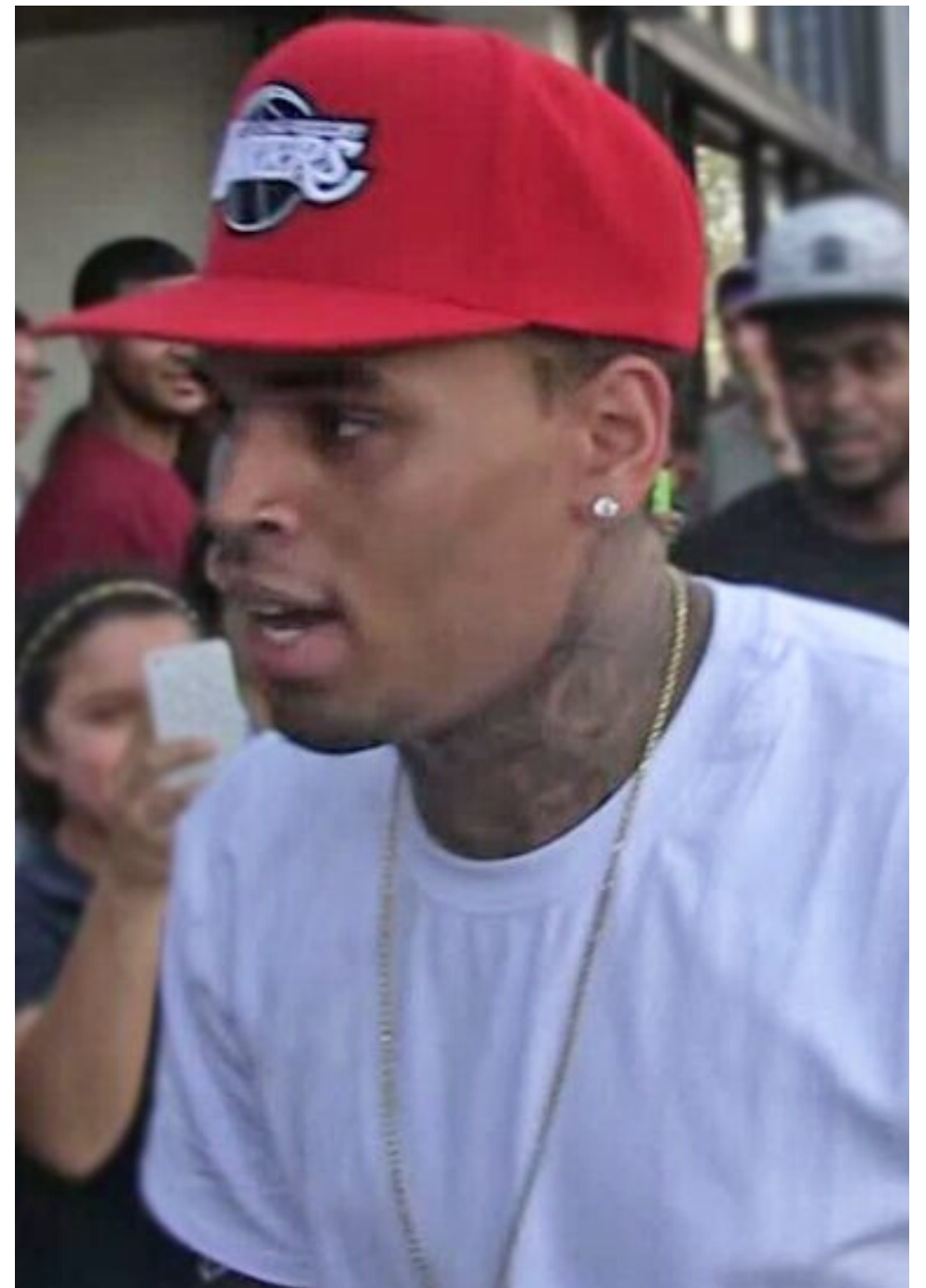
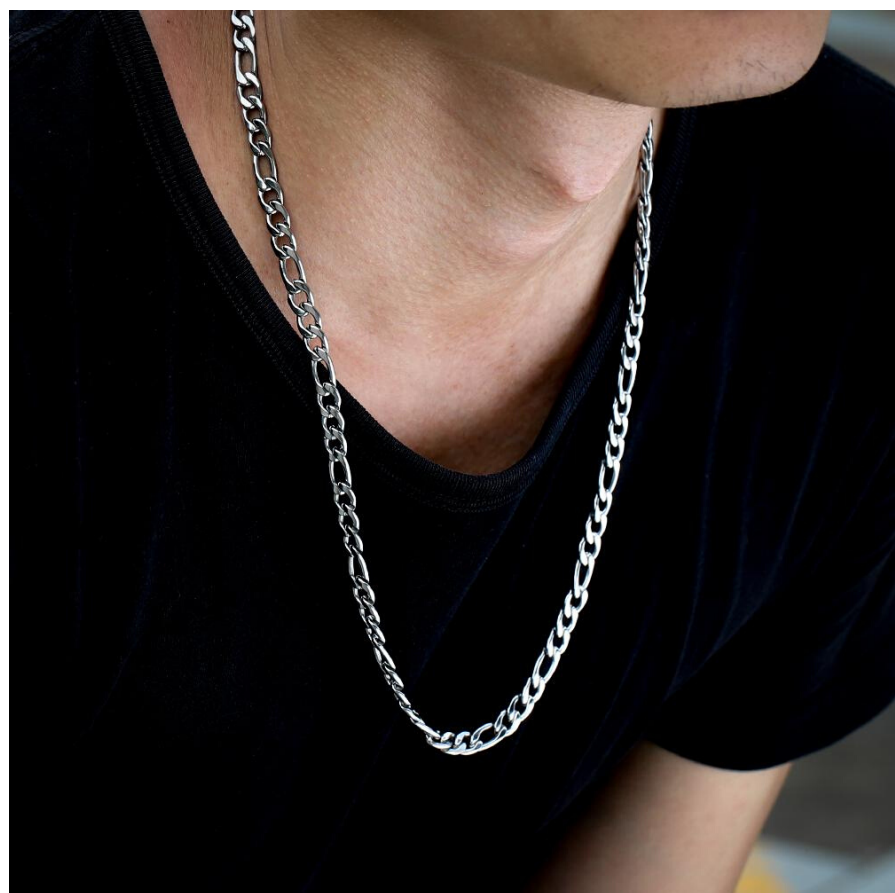
THIN + DELICATE

This style is understated and practical, adding a little bling to your look without a big heavy chain.

Typically laying on top of the shirt or top, many rappers layer thin chains, even tucking some in under the shirt.

Variations: links, twists, small pendants or pieces, plain small link chains.

Colors: Gold, Silver, Chrome, Platinum



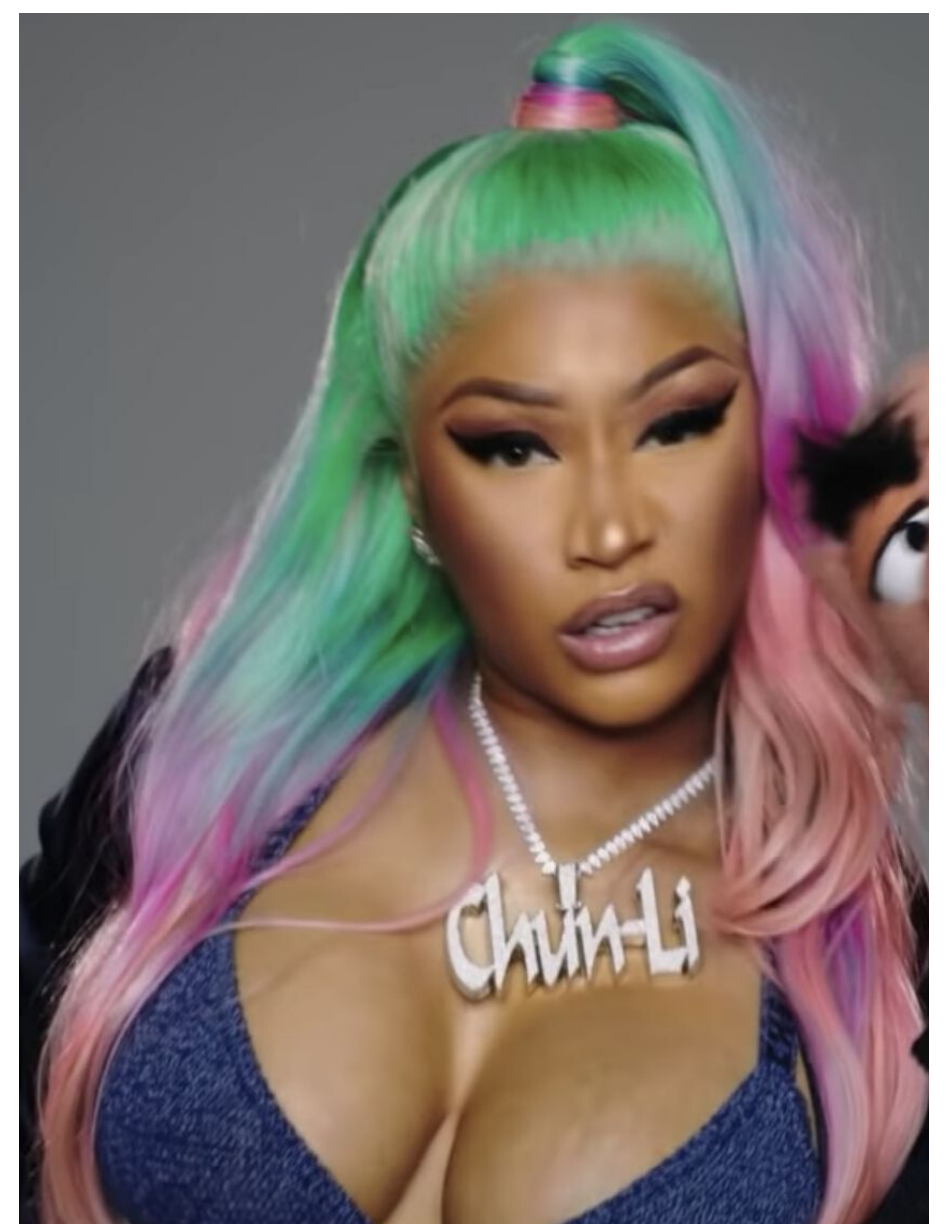
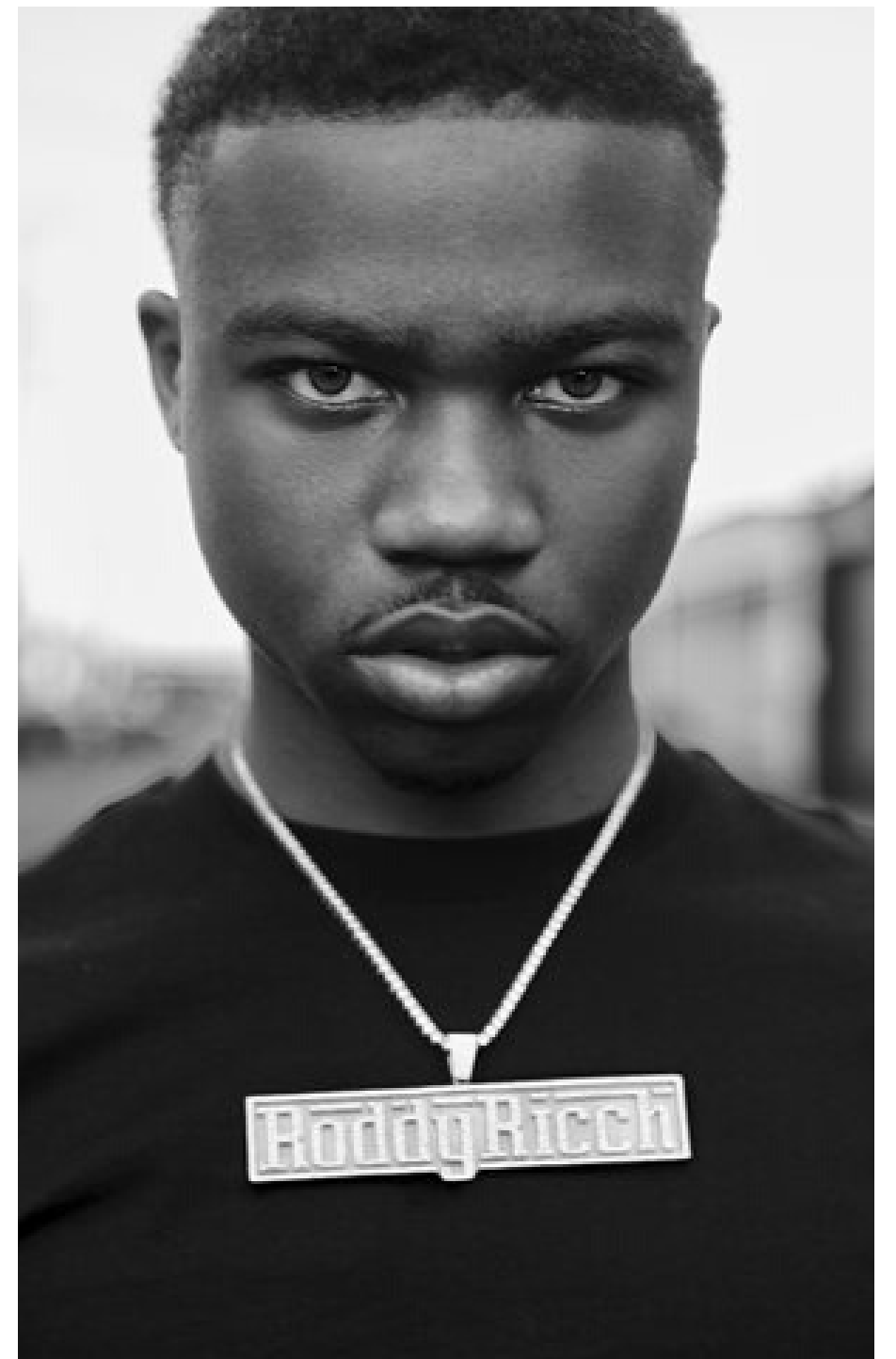
CHAINS

NAME CHAINS

This style is popular for a reason - people can immediately identify you, and it's a celebration of your brand and your artist name. However, it will be slightly more expensive since you will need to have it custom made.

Variations: diamonds, chrome, gold, rhinestones, gems, glass

Colors: Gold, Silver, Chrome, Diamonds, Colored Diamonds or Gems



CHAINS

PENDANTS

This style uses a larger designed pendant on the end of a chain. These kinds of pendants can be your logo and often have a simpler design (gold or silver only) with a twisted or large linked chain.

Variations: gold, silver, chains, metal pendant - square/circle

Colors: Gold, Silver, Chrome



CHAINS

WEIRD CHAINS

This style is a flamboyant take on the chain - creating the weirdest stuff possible using stones, gems, and diamonds. Cartoon characters like the Simpsons or Rugrats are popular, while others go for literal objects or people. This is definitely something to save for later unless you have a friend who makes these or you can make them yourself. It's a big spend, and you don't need to be flexing like that yet - but keep an eye out for cool designs and things you'd like to develop for yourself with a jeweler in the future. If you're really into this look, check out King Ice's HipHop Pendants.

Variations: designs: humans or characters, cartoons

Colors: Gold, Silver, Chrome, Diamonds, Colored Diamonds or Gems, Paint

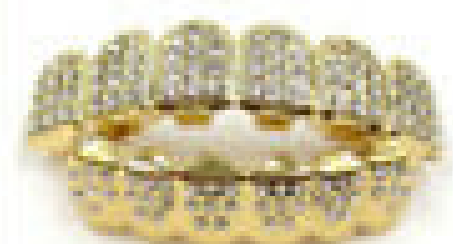


GRILLZ

a hip hop style standard



*should you get a grill?
check out these styles and
options for yourself.*



GRILLZ

COLORFUL

If you are going along the colorful style, colorful grillz may be perfect for you. They are loud and make a huge statement - definitely The Jester in terms of archetype! There's a ton of options in terms of enamel vs. crystals/diamonds. Rainbow color schemes are popular, but you can choose any colors you want. Work with a designer or look online for options.

Variations: color and material

Colors: every one in the rainbow!



GRILLZ

DIAMONDS

Diamond grills are another big flex! If you can afford these, you're lucky - because they cost a pretty penny! However, you can definitely re-create this look on a budget with rhinestones and other clear crystal designs. While people will probably know they are fake, it's more about the look itself. This look adds a lot of sparkle and pizzazz.

Variations: full diamond or small diamonds arranged together

Colors: Diamonds/Sparkles/Clear



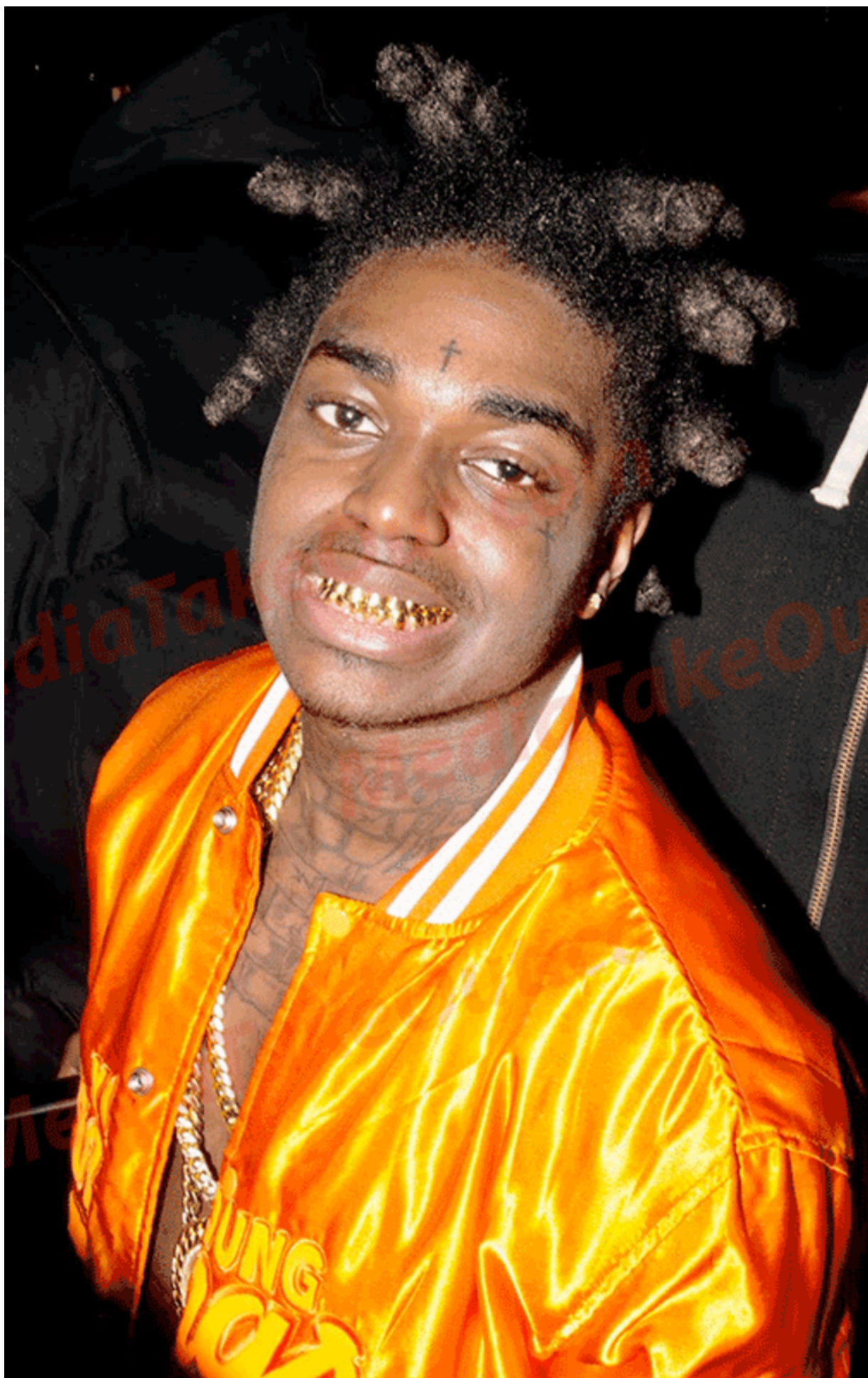
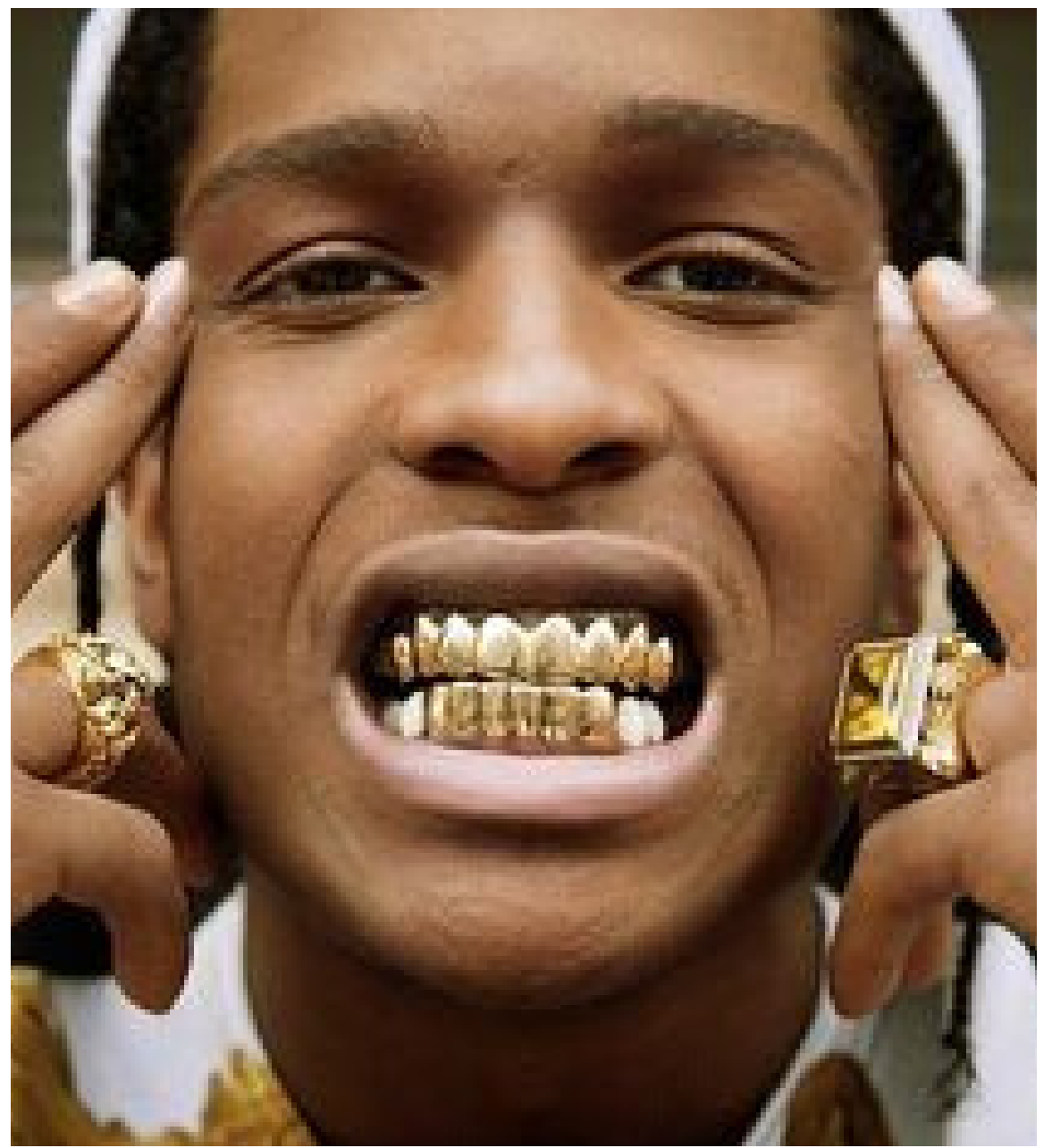
GRILLZ

GOLD

Gold grillz are classic for a reason! They look great. Gold looks clean, classic, and rich - without too much fuss or activity. They are an easy way to pump up an outfit.

Variations: colors of gold

Colors: Gold



GRILLZ

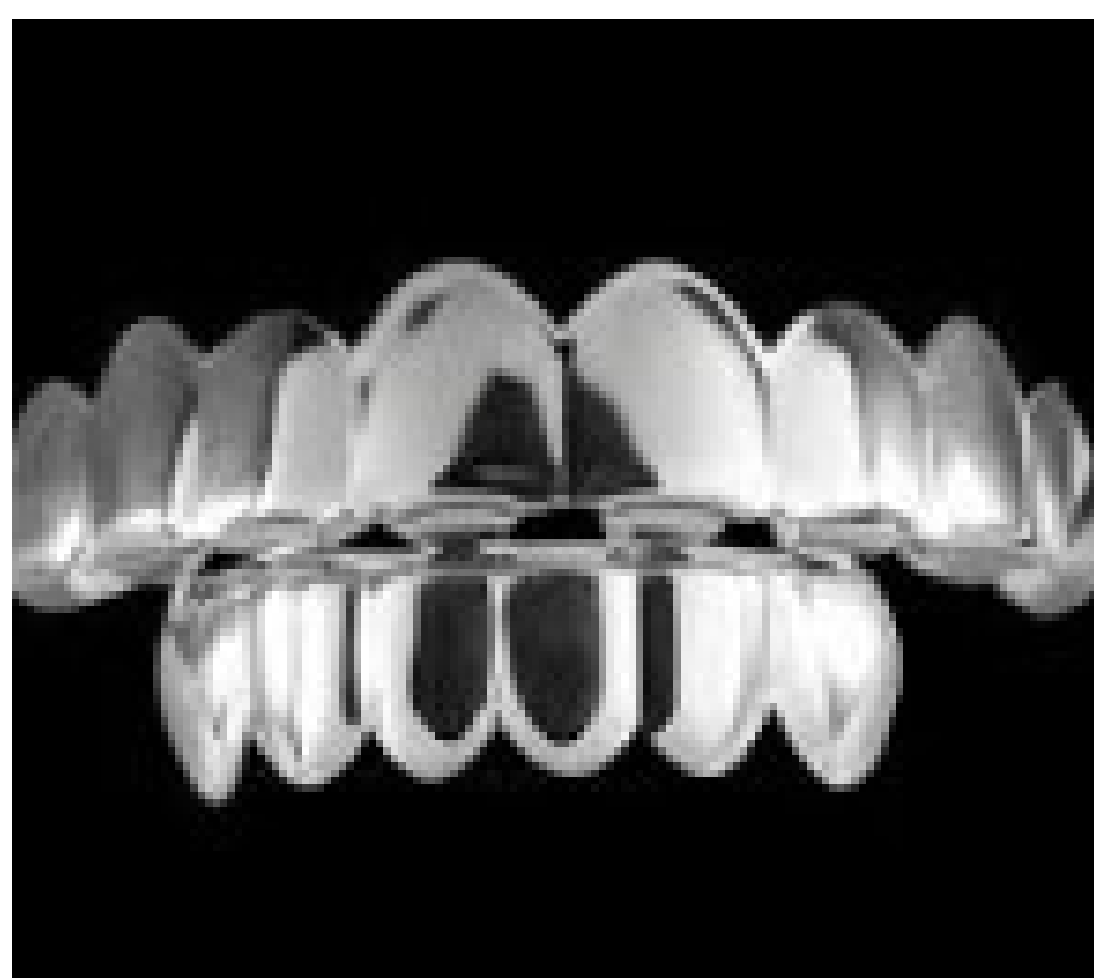
SILVER

Silver grillz offer a cooler alternative to the gold (gold is technically a "warm" color, while silver is "cool"). Less flashy than gold or jewels, this piece is more street, less fussy, and says "IDGAF". It's uncomplicated.

There is also a Biblical reference to Silver (Judas betrayed Jesus for 30 pieces of Silver) which adds more meaning to this choice.

Variations: none

Colors: Silver



GRILLZ

PARTIAL

Partial grillz give you a great opportunity to personalize your mouth bling even more.

This involves choosing grillz for specific teeth! Pick ones on the top, bottom, or both - and mix it up - for an interesting look.

You may look a little like a pirate - so this would be perfect for an outlaw or explorer archetype.

Variations: teeth choice, designs

Colors: Gold, Silver



GRILLZ

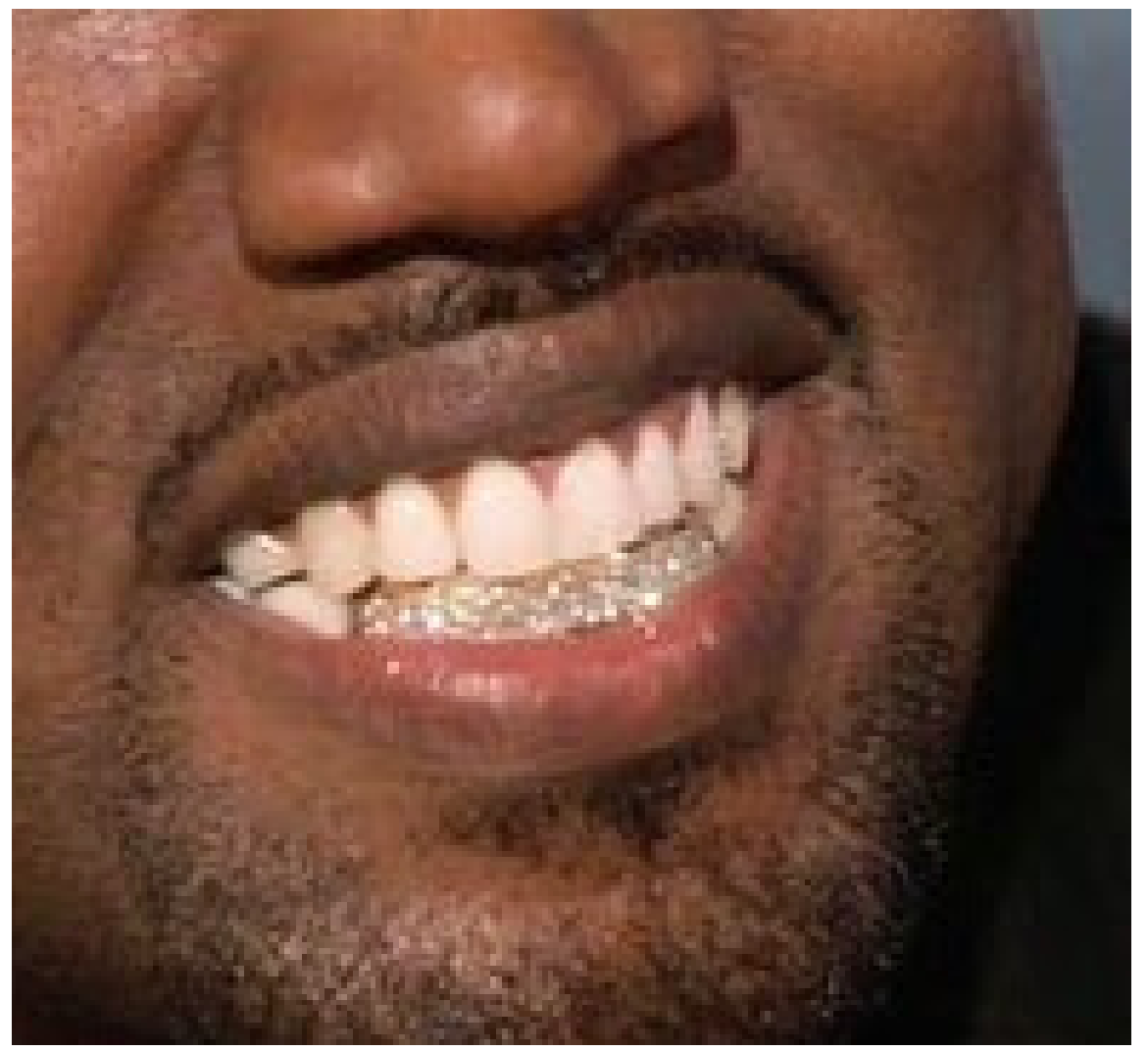
BOTTOM ROW

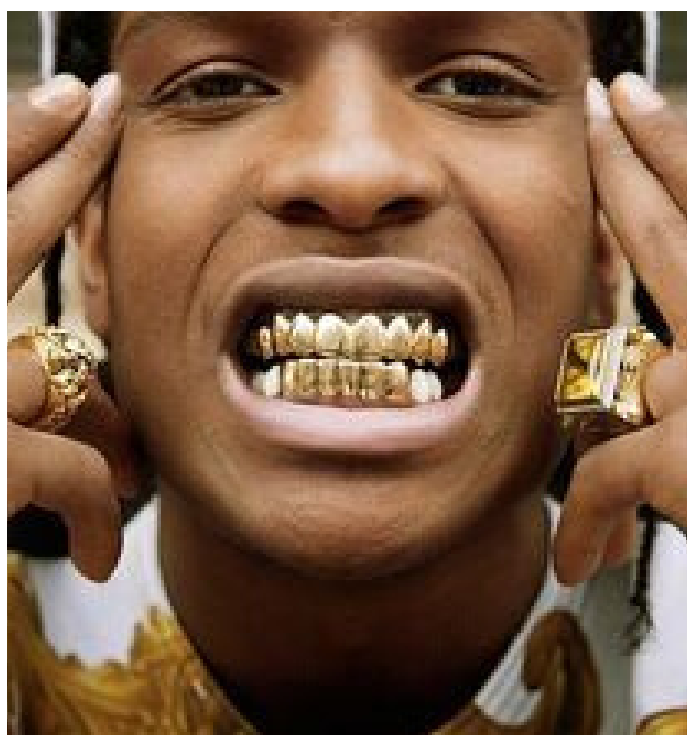
This is a more subtle and understated grill look. Having just a bottom row means it will only be visible sometimes, and it is less "in your face" than a double row of grillz.

It is also more affordable! Getting your grill can be expensive, so a bottom piece is a good place to start if you're really strapped but want that grill now.

Variations: diamonds, gold, silver, designs

Colors: Gold, Silver, Chrome, Diamonds





**ARE YOU READY
TO START YOUR GRILLZ?**

click here:

GET MY GRILL

