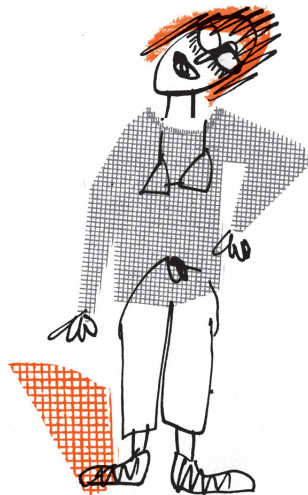


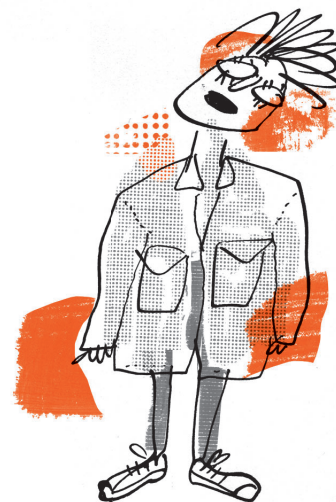
HOW TO DRESS INTERESTING IF YOU'RE BORING

People seem to think that looking stylish is the same as having taste. In my experience you can bank on the opposite being true. A chic and unusual outfit (expensive black leather, tiny little bag) more often than not points towards a deep chasm where a personality should appear. Still, the hacks get away with it, year after year, bomber jacket after bomber jacket. It turns out this is actually good news for the horrible, dull and tasteless among us. Simply pick the character closest to you from the following and adopt your very own signature style.

Bertie Brandes



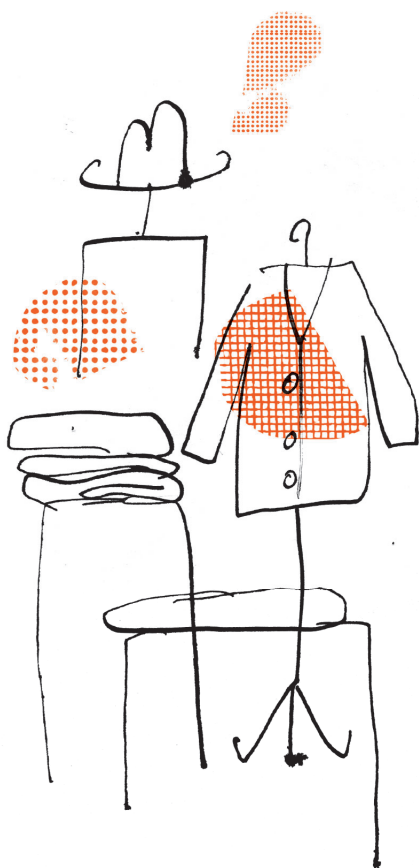
89+ ART ANGEL
True You: likes LA
New You: likes eating the whole apple including the core



FASHION HOG
True You: likes &OtherStories
New You: likes rotting fruit and prosthetics

The art world is populated by people like you. People who over-think whether or not they have a personality, who pay for their therapist's second home agonising about whether they have a personality, and after 20 years, still fail to recognise that their personality is just being a beta. You only need to do one thing to impress art people and that's write Morning Pages. Yes, you can do it on your Macbook and yes it still counts even if you're thinking about publishing them as a collection of essays the entire time.

You're a stylist but *all* of your friends are designers. You work in e-commerce but you're publishing a book with an esteemed photographer like, really soon. Convincing people in the fashion industry that you have a personality is easy, fun and rewarding. Sorry, I mean it's easy. Simply take normal things and make them horrible. Two gloves? Make it one unnervingly long glove. Eyebrows? Shave them and grease your forehead instead. Instagram is your bible, battery chicken is your fuel.



MEDIATARD
True You: likes politics
New You: likes sucking and fucking



DESIGN FACIST
True You: likes the Acne Paper
New You: likes football

There's nothing hornier than the QAnon-quoting, blackpilled podcaster of 2020. Steal their style by starting a show about politics and then spending 90% of it whining about how you don't care about politics at all and you're 'not left wing'. Buy an ironic pizzagate T-shirt and tell people you think Alex Jones is the greatest performance artist of the decade.

BP bankrolls your job in creative publishing and you may be trapped in a sexless marriage, but even you, the jelly-eyed, slack-skinned art director, can conjure a personality out of thin air. Try being a little less Aesop and a little more Eastern Bloc. Lean in towards toxic masculinity and start faving scores of tweets from 19-year-old comedians you follow on OnlyFans.