

Edited by Liesa Goins

MALEGRAMS

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Earn a Second Look

Moves to make the best impression



Get a Second Look
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BE IRRESISTIBLE > If you want to make a good first impression on that woman over there, you're too late. It's done. "As soon as she lays eyes on someone, she has a first impression," says Frank Bernieri, Ph.D., a social psychologist at Oregon State University. It's what happens next that counts.

Be ready to fetch. An animated person is like a tail-wagging dog. And she'd rather play with an eager pup than with a sleeping hound. "People who are expressive, as opposed to poker-faced, are considered attractive," says Bernieri. "They might gesture or posture, or have faces that are easy to read, which makes her more secure in their presence. We know where we stand." Think Will Ferrell, not Colin Farrell.

Ask, don't tell. "We're our own favorite subject," says HurryDate.com CEO Ken Deckinger, "so if we spend the whole time talking about ourselves, we'll remember it as a great experience." Make her feel good and steer the conversation toward her interests—that's what he advises the men who sign up for his speed-dating service. The longer she talks, the more she likes you. Bonus points for remembering what she said.

Get physical. Make eye contact and lean forward. You're interested in what she's saying. Women find an attentive man attractive. Deckinger reports. Getting her attention is as simple as giving her yours—and your body language does that.

Be mysterious. "Men tend to hold forth on topics they know a lot about," says Ann Demaris, Ph.D., coauthor of *First Impressions: What You Don't Know about How Others See You*. Women call this male-pattern lecturing, and it bores the hell out of them. Resist the urge. Instead, intrigue her with a line like "Next time I'll have to show you pictures from my trip to Peru."

Play the name game. We respond to our name more than to any other word. Hearing her name stimulates the right side of her brain, which means she's paying attention to you. Drop her name into the conversation a couple of times. ("Cindy, tell me more about your gymnastics class.") Use it too much and you'll sound like a used-car salesman. Do it just right and she'll find you irresistibly charming—and you'll be able to sell her on anything.

BY KATHRYN EISMAN

The Style Siren



GET NAKED. SHE'LL DRESS YOU

Match Game

Do you have any guidelines for matching clothing?

JOEL A., GRAND RAPIDS, MI

Always sport a neutral like black or denim. Keep the colors to two per outfit. Don't mix shades that are too similar—instead go for contrast. When combining patterns, make sure they're different sizes, like a shirt with thin vertical stripes and a tie with large checks.

Skin Trade

Can I wear suede shoes year-round?

JON P., SEATTLE, WA

Sure. Suede is no longer limited to fall and winter. Cole Haan and Helmut Lang make both classic and edgy versions. Two things are inappropriate: suede at a formal occasion and dirty suede.



Don't dis suede.

What the Tuck?

Is it okay to leave my shirt untucked for Sunday brunch?

SAM C., LONG BEACH, CA

Depends on the locale, but generally, you should feel free to serve yourself over easy and untucked. To look smooth, not sloppy, wear a polo shirt or a looser-fitting sport shirt in cotton or linen—Lacoste makes some excellent options. Straight-hemmed shirts are more acceptable than long tails. And make sure your shirt doesn't hang below mid thigh.

Kathryn Eisman, author of *How to Tell a Man by His Shoes*, gives you style pointers at menshealth.com.

Does She Like to Watch?



"Good game. Time to hit the showers."

CONTROL THE TUBE > In the United States, 43 percent of all marriages end in divorce, and 81 percent of the splits are a direct result of conflicts over watching sports. Okay, we made that last part up. But gender-based sporting disagreements (sounds scientific, right?) do cause strife for even the happiest couples, except perhaps for Nomar and Mia. Follow this advice to turn your woman into a sports fan, at least for 3 hours.

MAKE THE GAME ABOUT HER.

Tell her she's vital to the event because she's your good-luck charm. Ask her to wear your team's jersey. Explain that watching the game with her is quality time and there's nothing you like better than an afternoon

of cuddling with her on the couch while your favorite team's on the tube. Heats up the commercial breaks, too.

MAKE THE GAME A SOCIAL EVENT.

If you want to have the guys over, invite a few of her

friends, too. She'll be off discussing *Average Joe* with her girlfriends before the first pitch, leaving your attention to the screen. Or, why not bring her to the sports bar? It's a win-win. She'll feel included, plus she'll be available to manage the pool.

MAKE THE GAME INTERESTING.

Watch her eyes light up if you tell her you heard that Jason Giambi is dating Tara Reid. And that Tom Brady is dating Tara Reid. And that Mike Krzyzewski is dating Tara Reid. And that Yao Ming is dating Tara Reid. You get the idea. Show her the soap opera and she'll be hooked.

TOP LEFT AND PREVIOUS SPREAD: ANTHONY VINCIGUAS; STYLING: BRITNEY NEAL; HAIR: BRITNEY NEAL; MAKEUP: JESSICA GIBSON; HAIR: JAMES CLAY; MAKEUP: ANTHONY VINCIGUAS; ANTHONY VINCIGUAS; STYLING: BRITNEY NEAL; HAIR: BRITNEY NEAL; MAKEUP: JESSICA GIBSON; HAIR: JAMES CLAY; MAKEUP: ANTHONY VINCIGUAS