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COUPLE STYLE

Couple style needs to be followed in cases when in a place or event you're going to attend with your beloved is demanding a dress code compliance. And it doesn't have to be written in black and white in invitation. Couple style is more about modesty and harmony.

A lot of different photos on the Internet show that mostly on South Korean, Chinese, Japanese sites one can find pictures of couples wearing matching clothes. It was found out that people who go out together try to match color of their clothes in European capitals, they honor conservatism in New York, whereas slippers, short shorts and stretched T-shirt are always in trend in Los Angeles. Location is an important factor of fashion choice determination.

Couple style is currently relevant in Ukraine. In Ukrainian fashion industry, this is a new trend which appeared in 2019. People learn how to dress from celebrities and that further disastrously affects their look. There are a lot of couples whose style doesn't match at all. It is really important for two people to make sure their outfits look in sync. Such couples look especially harmoniously attracting attention and becoming a role model and the subject of admiration. [2]

In modern life not only clothes are unisex but styles too and it makes it easier to create a style for you and your beloved one. It is important for a couple to be dressed up in one style. There are such styles as classic, smart-casual, casual, sports, bohemian and a lot more. If you're wearing feminine or linen style your man should go for the classic. If a woman chooses a romantic look for herself, a man should be dressed in pastel colors with a classic silhouette. Every couple or friends should follow general rules and mutual interests. All celebrities follow those rules, especially in the US where it is much more developed. One famous stylist said that matching outfits brings people together and make out of two pieces one, otherwise they look

like strangers. It's not that I urge you to become similar to Americans or obey canons of East culture, I just propose you to please other people and yourself with harmonious looks because we all attracted to the beauty [3].

One of the main rules is to know the limits, one should dress up to occasion and depending on the surrounding. It can be seen on the Internet while studying events and celebrities who attended them.

Another important aspect is to discuss in advance the main emphasis in a couple's look. The emphasis, in general, consists in colors, texture, fabric, and silhouette. A full-color match can be a failure and goes for a theme party. Same color spectrum can be a better choice. If a man wears a blue shirt a woman probably can match it with blue print on her dress. It can be just a small detail such as a male tie matching a print on female dress. Being dressed up in one color spectrum one should follow the main rule of total look – combine different textures. That way outfits won't look monotone and you like a cheerleader. Thus classic suit goes with matching color lace dress or white linen shirt with a white silk dress. Couples should avoid wearing the same bright color like a red dress and red shirt. To look in sync on the streets the best choice would be to wear similar outwear [1].

Thus, couple style is spreading out around the world being one of the main styles which always looks fashionable. The USA, South Korea, China, and European countries have already adopted it, whereas in Ukraine, it is only getting popular. Nevertheless Ukrainians should adopt this fashionable trend.

REFERECES

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