


THE GRANFLUENCER

STYLE GUIDE



Chums



There are a whole new host of stars taking social media by storm at the minute, and we're not talking about TikTok teens or 20-something year old Instagrammers. Ready to bust the myth that older people are not interested in learning about the latest technology and trends is the newest type of influencer - the granfluencer.

These stylish seniors are here to break stereotypes and encourage younger and older generations to embrace their differences. For this reason, here at Chums, we've decided to take inspiration from the most popular and fashionable Insta-grans and grandpas to bring you our top tips and advice to become bolder, more creative, and daring with your style choices.

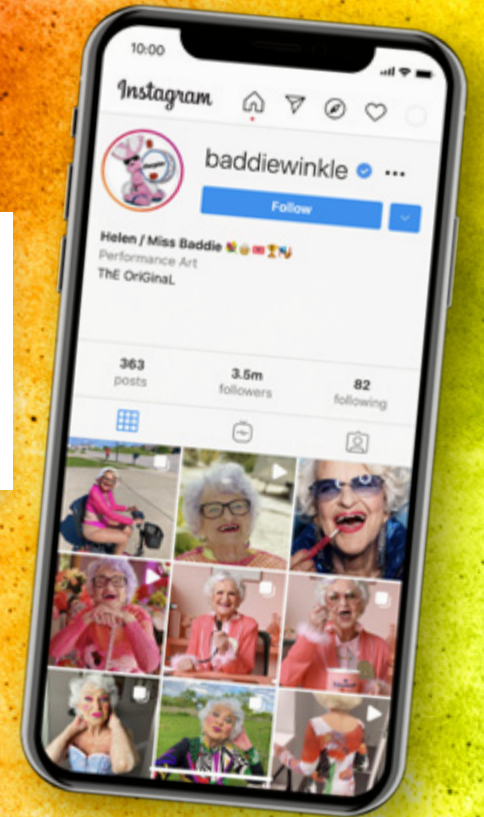
Colour Combinations

Granfluencers are all about quashing those stereotypes that portray outdated views on what later life should look like. Instead, they show us we can be who we want to be and dress however we want to dress, no matter what our age.

Getting creative with your style through the use of colour is a great way to do this. Whether you're just looking to add a bright shade to a safe outfit to make it stand out, or you want to overhaul your wardrobe completely, here are some colour combinations for you to try.

Neon brights

Looking to combine out-there colours to create a bold new look? Take inspiration from Helen Ruth Elam van Winkle, aka [@baddiewinkle](#), who often pairs bright neon pinks with neon yellows when she's not sporting a rainbow-infused outfit.



Blue and yellow

The contrasting shades of blue and yellow make this a winning combination. Style a pale yellow top with an electric blue skirt for an instant summer look, or a navy blue knit paired with mustard yellow trousers for an on-trend autumn outfit.



Orange and cream

Orange is the perfect shade to give any outfit a splash of colour and is a great transitioning piece that will see you through summer to autumn. For those who are just starting to dip their toes into the sea of bold colours, simply team orange with cream to strike the ultimate balance.



Outfit Ideas by Occasion

Garden Party

In need of some outfit inspiration for an upcoming event? Choosing the right look can be overwhelming at times, especially with so many great pieces available.

Don't worry, we've got you covered so you don't have to scroll endlessly through those #OOTD (outfit of the day) hashtags. Check out some of these granfluencer-inspired occasion outfit ideas.





Women

Colourful sundresses are always a hit at garden parties and are simple to style. Not only are they comfortable and lightweight, but you can find them in an array of colours and patterns. Think bright colours like yellow, red, and fuchsia, and style with nude sandals and a white denim jacket, blazer, or a semi-sheer cardigan.



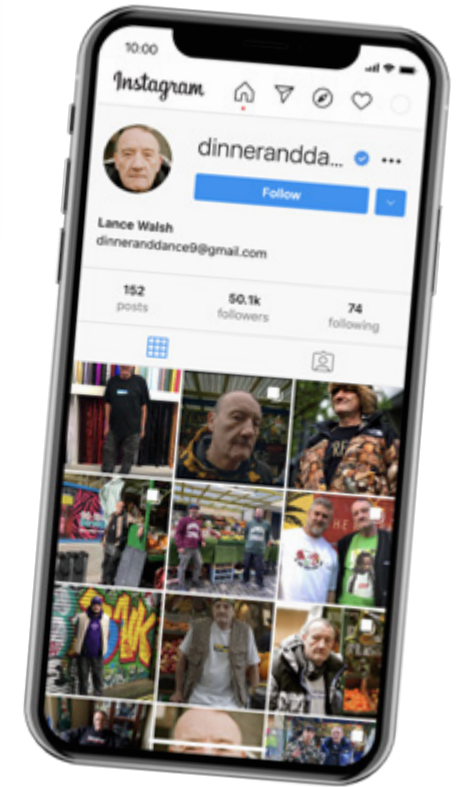
Alternatively, why not wear a pair of floral trousers for a more casual look? You can find a floral print in almost all trouser styles, including straight or wide leg and tapered or cropped items. Pair with a plain coloured vest or T-shirt and let your trousers do the talking.





Men

Strike the perfect balance of 'smart casual' at a garden party with a slim-fitting shirt and a pair of khaki or salmon coloured chinos. A light floral shirt is also always an excellent option, but if you want to be bold and brave, take inspiration from Lance Walsh (@dinneranddance) with his many show-stopping outfits and opt for a more daring choice. We think a Hawaiian or Bermuda shirt would look fabulous.



For a more suave look, choose a Chambray shirt with crisp white jeans and a casual pair of brown loafers. This is a classic garden party outfit, and you can even complete the look with a jacket. We recommend a navy jacket, but if you're feeling a little more adventurous a plaid one would also look great.



Outfit Ideas by Occasion

Wedding guest

The dress code for weddings can vary depending on where it is taking place, such as the city or countryside. It can also differ from couple to couple, so be sure to double-check the invitation for the required dress code.



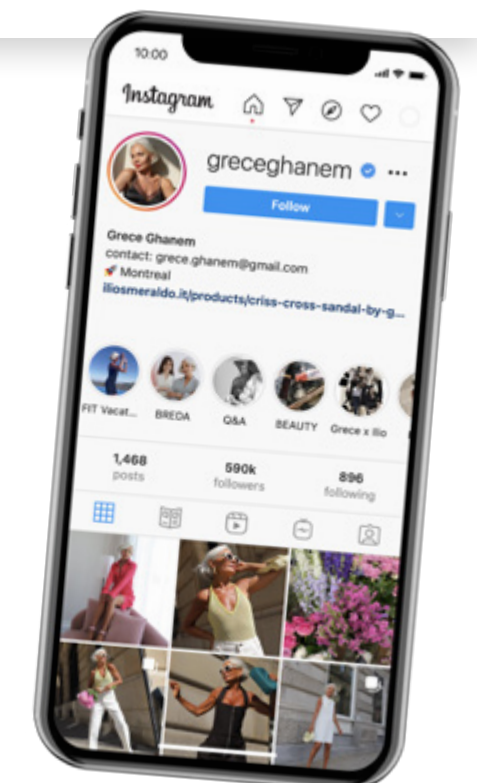


Women

A statement dress is always a safe option when it comes to a wedding outfit. As long as it isn't white lace, you should be good to go. You could opt for a floral frock, a pretty pastel pantsuit, or a bright wrap maxi dress. If a dress isn't your thing, then a jumpsuit or tailored trousers with a top, and a blazer will look equally stylish.



Wear shoes that you know you'll be comfortable in throughout the day and don't forget to take a small bag to carry your essentials around. For small bag ideas, check out Grece Ghanem (@greceghanem) who always has the most stylish clutches and shoulder bag suggestions.





Men

Depending on the dress code, it may be as straightforward as a simple stylish suit or a traditional tuxedo. It's best to stick with dark shades, preferably black or midnight blue. If you want to show off more of your style, choose a pastel or pinstripe tuxedo shirt. For your footwear, leather or velvet Oxford shoes are most appropriate.



If you're attending a more casual wedding, a pair of chinos or suit pants matched with a striped or plaid shirt is a great outfit choice. Experiment with colours and see what you feel most comfortable with. Complete this look with a pair of loafers.



Outfit Ideas by Occasion

Lunch With Friends

Spending time with friends is about enjoying each other's company which means you want to look and feel as comfortable as possible. Try to keep it relaxed and casual.





Women

An outfit that matches the casual vibe is a nice top paired with your favourite jeans. A tunic, button-up blouse, or tank top will look great and allow you to move more freely, leaving you feeling more relaxed. Keep accessories to a minimum and choose jewellery that will compliment your outfit.



If you're dining outdoors, a lightweight jacket or cardigan will keep you warm. For shoes, wear sandals or flats to complete your casual look. Pop essential items in your favourite tote bag, ensuring there is enough space left for your jacket or cardigan if you become too warm.



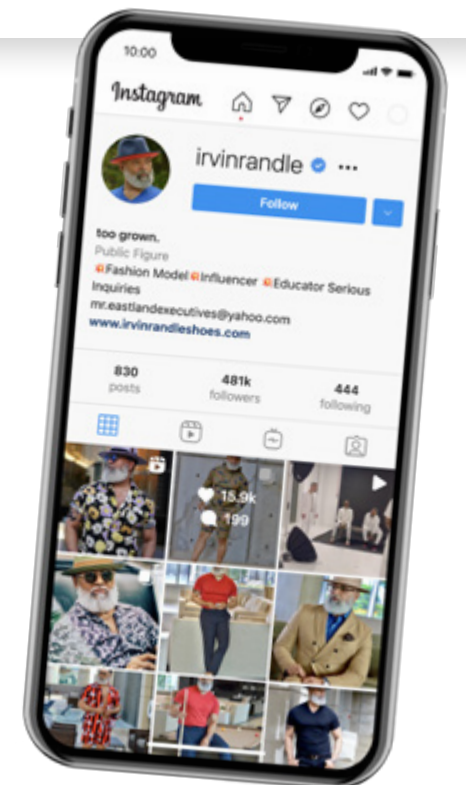


Men

For something a bit smarter than a T-shirt, you could wear a polo or collared shirt, which can be worn with jeans or chinos. A blazer, cardigan, or quilted puffer jacket can be worn as an added layer to keep any chill at bay.



Or you could opt for a button-down shirt layered with a crew neck sweater, fitted chinos, and some chukka boots or loafers. To finish your casual look, choose a belt that matches the colour of your shoes. For style inspiration, check out Irvin Randle ([@irvinrandle](https://www.instagram.com/irvinrandle)) who pulls off the smart casual look every time.



Outfit Ideas by Occasion

Theatre

A night at the theatre is about having a wonderful, relaxing time with family or friends. You should feel comfortable while also remembering this is the theatre and your outfit should be somewhat elegant.





Women

Some theatres have a traditional dress code which you should try to follow. A mid-length dress is perfect for women of all ages, whether you choose a classic little black dress or a backless satin number is up to you. Pair with comfortable shoes - nude heels or classic pumps will both look great.



Alternatively, you could wear a stylish pantsuit or a floral playsuit with gorgeous heels for an elegant look. You can choose to dress this outfit up or down by accessorising with a glitzy clutch and simple choker. Lyn Slater ([@iconaccidental](https://www.instagram.com/iconaccidental)) regularly shows us how to make any outfit look elegantly stylish.





Men

Attending a more formal theatre? Choose something effortlessly stylish like a tailored suit and a trendy white shirt. For a bolder approach, ditch the greys and blacks and choose something in a lighter shade. Suede shoes will make your outfit look dapper and you could finish off the look with a pocket square.



For a smart casual look, wear dark coloured chinos in navy or black with a checkered shirt, smart jacket, and loafers. This outfit will work for men of all ages and still looks super stylish for a night at the theatre.



Accessories

Accessories can compliment your wardrobe essentials and help jazz up even the most basic of outfits. They can transform your look completely, taking it from day to night, or smart to casual. The key is knowing how to make your accessories work for you.





Jewellery

It all comes down to personal preference with jewellery and you can be as bold as you like with it. Colourful bangles and beaded necklaces can add a bit of playfulness to your outfit.

A luxurious watch or elegant cufflinks can be the final touches needed to complete any dapper look.

Want to add some class and sophistication to your outfit? A delicate pendant necklace or dainty diamond earrings are classic pieces that will do the trick.



Footwear

Shoes are essential to any outfit, but it's important to have footwear in your wardrobe that can give your look a fun vibe. Think daring patterns like leopard print or plaid, or bright shades like red, orange or yellow, that will give a dark outfit a pop of colour.



Bags

There are so many styles of handbags to choose from, and each one is suited to different occasions and events. It's best to have a varied selection in different colours that will compliment many outfits.

Tote bags are perfect for casual outings like grabbing lunch with friends or a day of shopping. Clutches are great for an evening out or a more formal occasion.



Hats

Hats may not be for everyone but they can transform an outfit. Not only that, but you can wear them all year round.

Straw hats and floppy hats are very stylish for summer and can dress an outfit up or down. They're also great for keeping the sun out of your face.

For winter, wear a bobble hat to keep your head warm and give your outfit that little extra something.



Belts

Belts offer practicality and style to an outfit and come in an array of colours and sizes. A belt can also help define your waistline.

So whether you choose to wear a narrow or wide belt, a plain one or one with plenty of embellishments on it, this is an accessory that will give your look a more polished feel.



Scarves

A scarf should be a staple piece in anyone's wardrobe. Not only can they be extremely fashionable, but they are useful during the colder months when you need to wrap up.

Plain coloured scarves can give an outfit some much-needed colour, while a patterned scarf can give your outfit some zest.

Get creative with a skinny silk scarf and wear it on your head or tie it around your hair, or you could add it to a satchel for a stylish look.

Makeup Tips

Our skin changes as we age and can become dry and lead to uneven skin tone. Having an anti-aging skincare routine in place can be hugely beneficial, but you may also want to adapt your beauty regimen to get the most out of your makeup. Here are some tips to enhance your natural beauty.

Always use moisturiser

Skin produces less sebum as we age, meaning it doesn't retain much moisture. Despite having oily or normal skin throughout your younger years, you may notice it becoming drier. Before applying makeup, always use a good lightweight moisturiser that will hydrate your skin.



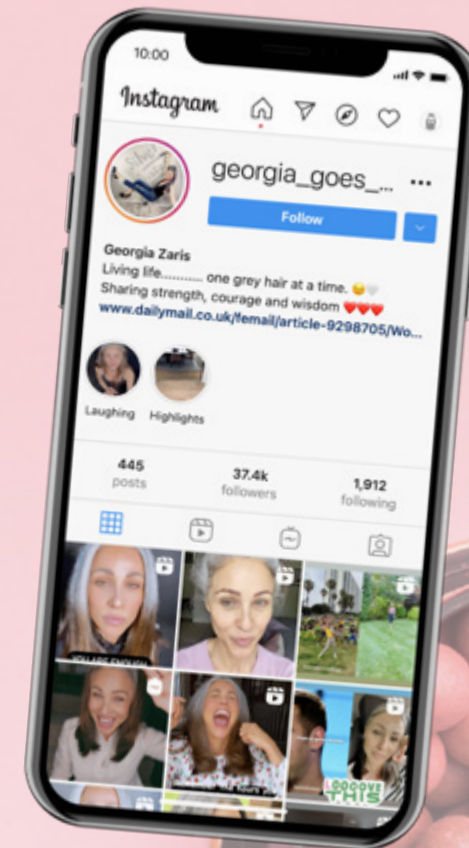
Primer is important

Mature skin can leave makeup settling into those fine lines and wrinkles. Primer prevents this and some primer formulas can hydrate and illuminate your skin. We recommend using a blurring primer to help minimise the appearance of large pores and fine lines.



Use CC cream for a natural look


For a natural look like Georgia Zaris (@georgia_goes_grey), use a liquid foundation instead of a powder-based one. These can better conceal fine lines and wrinkles. Try using a CC cream that allows you to build coverage that looks natural and flatters your skin. It also helps to disguise any dark circles and uneven skin tones, giving you a natural glow with a dewy finish.



Define the eyes with eyeliner

The skin around the eyelids can droop with age. Use eyeliner to help give your eyes some definition. Apply a chocolate brown gel pencil beneath the upper lash line to give a subtle, natural look that can be worn every day as part of a minimal makeup look.



A woman with short blonde hair, wearing a white sleeveless dress, is shown in profile, looking upwards and to the left. She has her right hand to her chin in a thinking pose and her left hand on her hip. The background is a vibrant mix of pink, purple, and red with large, organic, wavy shapes and several solid circles of varying sizes.

Thank you for reading our Granfluencer Style Guide. Let us know some of your own style and beauty tips on social media by using the hashtag **#Granfluencer**.

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