

Contest

*"The real lady and gentleman"*



# Why do we need this contest?

We want to show you that being a lady and a gentleman is not out-of-date but very trendy, stylish and respectful!!!



**Look at this  
young man.**

**What does the  
message tell  
us about?**



**Gentleman uses his full potential and makes something and someone of himself.**

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**For example, EDUCATION. This is pure gold.**

**Person with high level of education can do whatever he wants. Being a gentleman means using your mind as your weapon.**







## Next, LOOKING GOOD.

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Good looking people are more successful in everything they do. What is important is that gentleman has STYLE.

Wear good clothes and you will leave way better impression than you can imagine. They don't even have to be expensive.

Just put it together with some thinking.

That's all.

British style has always been sophisticated, and  
incredibly elegant.

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English style gives its fans a good quality,  
perfection, simplicity and chic.

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a jacket,  
a vest,  
pants and  
of course  
clean  
shoes are  
the most  
famous  
attributes  
of a real  
gentleman



A photograph of three men in formal attire, including black tuxedos, white shirts, black bowties, and black top hats. They are all wearing white gloves and are captured in the process of adjusting their hats. The man in the foreground is looking down at his hat, while the two men behind him are also looking down. They are standing in front of a large window with a green frame. The text is overlaid on the bottom right of the image.

**And, of course, the main feature of the gentleman have always been not the clothes, but strict principles of so-called “CODE OF THE GENTLEMAN”**

# Use proper and correct language

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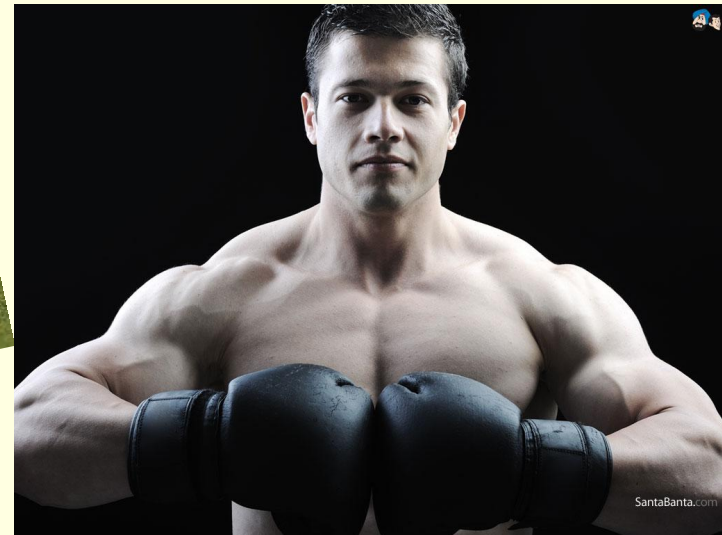
# Enrich your life outlook





# Go in for sports

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**Have a real intelligence and culture, be modest**



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*Even if you're tired and you're bored, do not show it.*





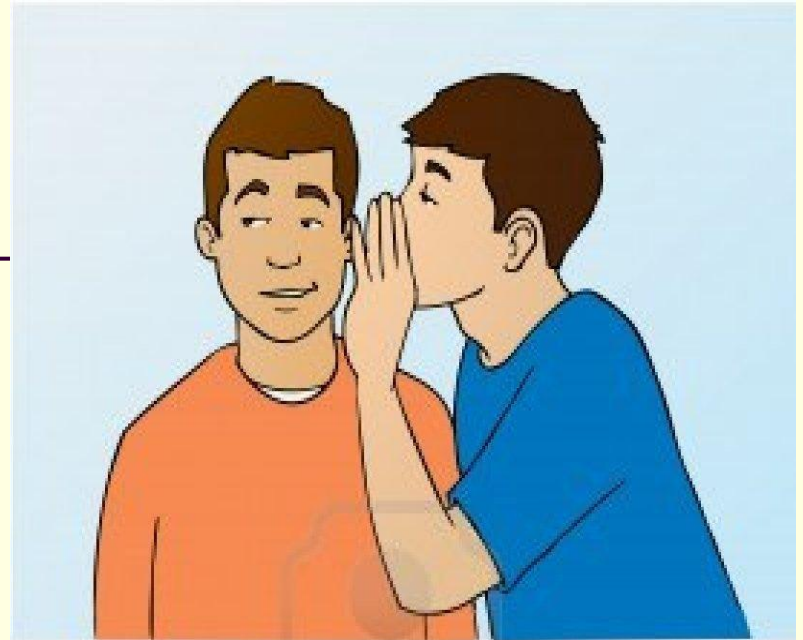
*Never interrupt someone who speaks*

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**Avoid talking  
about anything  
that might  
injure the  
missing people**



*Never try to prove something by raising your voice*





Let the other person think that you are a bad politician,  
but do not give him a reason to doubt that you are a  
gentleman.

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In the past it has been the gentleman's responsibility to be her protector and escort. Even today a man with proper breeding and good manner will politely open the door for a lady, help her on with her coat when necessary and escort her to the door of her home after a date, making sure she is safely within the confines of her home.



**But every gentleman  
would never become  
a gentleman if he  
didn't want to  
impress a lady of his  
heart!!!**

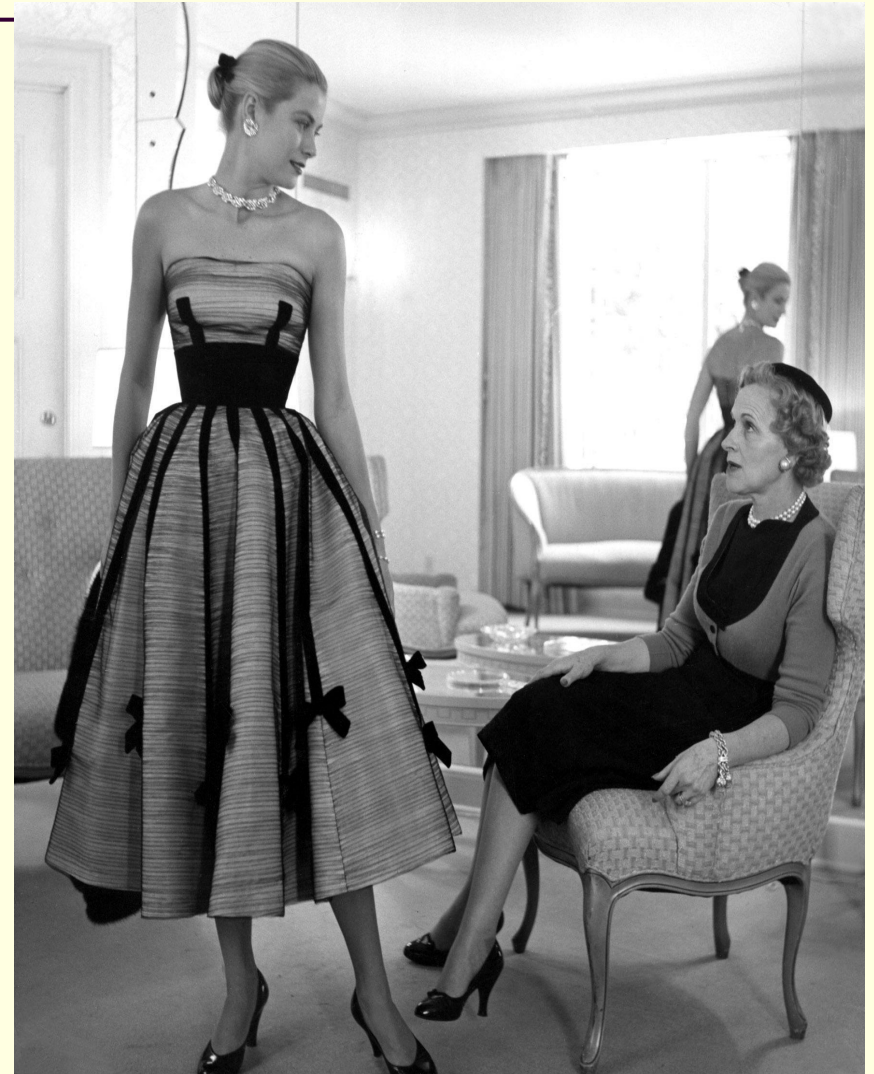
**Who is this  
mysterious girl  
called a LADY?  
Let's remember  
famous ladies!**







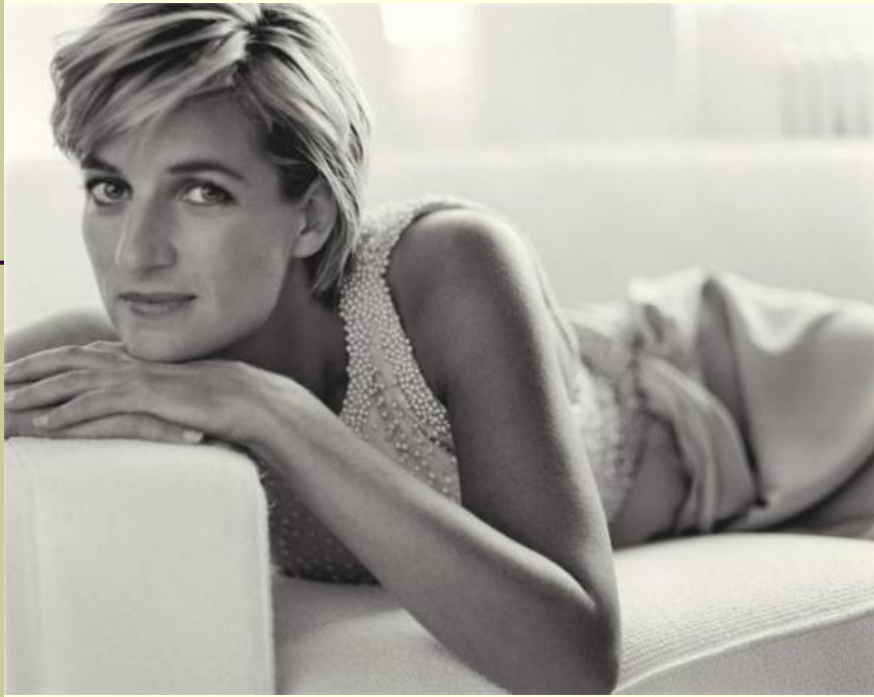
*Grace Kelly*



Audrey  
Hepburn

# Princess Diana

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*Kate Middleton*



**What are  
these  
features  
of a real  
lady?**





# *Nobleness*



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- *Self-discipline*



## ■ Manners of speech, posture

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# Style of clothes



*Clean, refined and classical style - these are the basic rules of a true lady clothes.*



The lady's image is always to the place and the time of any situation.







■ *Their image is  
always feminine,  
they radiate  
confidence and  
well-being*



# Ladies and Gentlemen are Not Born, They are Made

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