

How to get a vintage-loving man

October 27, 2009 by [Lena](#)



Are you looking for the perfect vintage-loving partner to spend the holiday season with? Or perhaps your man has been resisting your attempts to 'vintage' him so far? Whatever the case, we have asked Trudy Hill, Head of Matchmaking and Coaching at exclusive matchmaking company [Seventy Thirty](#) for some expert tips on finding yourself a vintage-loving man, or getting yours to love vintage if he doesn't already.

Get the attention of that vintage-loving man

Step one: get closer

One of the simplest determinants of attraction is proximity. Albeit obvious, it works on a very micro level. For example,

in a famous study of housing in the US, researchers asked who everyone had developed the most liking / attraction for. Unsurprisingly it was the people living in the same block, even though no apartment was really more than a few hundred meters away, that both men and women had expressed the most attraction to. Other studies have shown that mere exposure - even without any interaction - has a proactive effect on liking.

Step two: show interest and liking

Reciprocal liking is another key element. We all like to be liked. If someone thinks you like them because you have paid attention, maintained eye contact and positive posture, they are much more likely to like you back. Reciprocal liking is even important if the object of your fancy knows you may share views and other important factors. In studies that have tested this effect, men have expressed great liking for women who they believe like them.

Step three: deliver social rewards

Exchange theory states that when we reward someone their natural inclination is to reward us back. These are not financial rewards necessarily but could be things like validating his attitudes - when relevant - or perhaps just boosting his confidence. In his unconscious you are creating a sort of balance sheet and he will be obliged to give back.

So ladies, start hanging out in places you're likely to find a vintage specimen, flirt away and be extra complimentary every time he mentions his liking for fedora hats.

Get your man to respect and learn to love your passion for vintage- the psychology of persuasion

Trudy (left) recommends:



Step one: deliver rewards

Exchange theory applies to relationships too. Show him how much you respect and love some of his preferences and create a subconscious I.O.U.

Step two: feel, felt, found

This technique is used when you are having a discussion with someone and you disagree with them. Whilst your natural inclination may be to say, "sorry but you are wrong!" this will only aggravate them. Instead you should respond with something like: "I know how you feel; when I was in that situation I felt the same way, but what I found was..." This technique is expressing empathy – you are putting yourself in their shoes and therefore it establishes better rapport, rather than creating a brick wall of communication.

Step three: the Yes Frame

If you want to get someone to agree to something, ask them five questions that you know they will respond 'yes' to. Then ask the important question that you want them to also say yes to. Their natural instinct will be to say 'yes' to this question too. Humans like consistency.

Example: So in theory you like this Sixties mod suit? (Yes) And you think its originality is kind of cool? (Yes) Great! Look, the prices are actually within your budgets (Yes). You said you would prefer a red suit anyways? (Yes) With a black tie? (Yes). Fantastic, so shall we go for this great vintage option? (YES!!!!)

Step four: compliment Sandwich

Begin with praise. Say what you need to say and end with praise. This technique works.

Example: I love the colours you pick, I think a vintage style is nicer, but seriously you have a good eye for this