Dress for Success

Presented by Sarah Setterfield
Most observable

LOOK

TALK

THINK

ACT

Most important
What can YOU do?

1. Place value on first impressions
2. Be visible
3. Dress for decisions
4. The devil is in the detail
5. Get in the habit
1. Place value on first impressions
Eleven judgements in seven seconds!

1. Economic level
2. Education level
3. Honesty
4. Trustworthiness
5. Level of sophistication
6. Gender, sexual orientation, desirability & availability
7. Level of success
8. Political background
9. Principles
10. Ethnic origin
11. Social desirability

Source: Graduate School of Business, New York University
Factors Affecting Career Progression

- Doing the job: 60%
- Attitude & Behaviour: 30%
- Visibility & Exposure: 10%

Source: Robert Half International
Success...

90% Visibility

10% Ability
What goes through your head?
...and now?
...same person, different clothes

completely
different
ingagements

Others do this
to us!
2. Be Visible

Don’t become one of them...
Colour and its impact
Key messages of colour...

**Authority**
- High Contrast
- Dark & Light

**Impact**
- High Contrast
- Bright colours

**Approachable**
- Medium Contrast
- Tonal Blends

**Invisible**
- Low Contrast
- Neutral Colours
The more influence you want, the more contrast you need.
3. Dress for decisions

Today I need to be high status...

Today I need to be approachable...
The Influence Scale (it’s all about structure)

Business

Suit: official, credible, persuasive, authoritative, most formal

Jacket: influential, consistent, accessible, dependable, formal

Social

Collar: Flexible, approachable, relaxed, informal, cooperative

No collar: Unofficial, agreeable, easy-going, casual, temporary
High to Low Business Influence

SUIT

JACKET

COLLAR

NO COLLAR
High to Low Business Influence

Suit

Jacket

Collar

No Collar
What is the relationship you have/want?

What is Smart Casual?
4. The devil is in the detail
Suit Guidelines for men

- Dark crisp fabric
- Collar stiffeners
- ¼ inch cuff showing below jacket sleeve
- Bottom button undone
- Double cuff shirt
- Trouser hem reaches heel of shoe
- Jacket hem just below seat
- Pressed crease down front of trousers
- Dimple in tie
Suit Guidelines
for women

- Tidy hair, long styles worn off the face
- Natural make-up
- Dark crisp fabric for more formal settings
- Shirt for formal situations and collarless tops for informal
- Buy styles to flatter your shape
- Simple jewellery is more businesslike
- Trouser and skirts suits are acceptable. If skirt - no shorter then just above the knee
- Nails should be manicured and not too long
- Plain hosiery
<table>
<thead>
<tr>
<th>MEN</th>
<th>WOMEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor attempt to hide baldness</td>
<td>Ill fitting clothes</td>
</tr>
<tr>
<td>Tinted glasses indoors</td>
<td>Dark underwear under light coloured clothes</td>
</tr>
<tr>
<td>Dirty or scuffed shoes</td>
<td>Laddered tights</td>
</tr>
<tr>
<td>Too many patterns in one outfit</td>
<td>Ultra revealing or clingy clothes</td>
</tr>
<tr>
<td>Hair - ears, nose, back or front collar</td>
<td>Inappropriately short skirts</td>
</tr>
<tr>
<td>Ill fitting clothes</td>
<td>Dressing too young or too old</td>
</tr>
<tr>
<td>See through business shirts</td>
<td>Stiff shapeless clothes</td>
</tr>
<tr>
<td>Visible perspiration patches</td>
<td>Poor fitting or inadequate underwear</td>
</tr>
<tr>
<td>Overstuffed pockets</td>
<td>Tired, over worn, loved to death garments</td>
</tr>
<tr>
<td>Ties that are too long or too short</td>
<td>Visible perspiration patches</td>
</tr>
<tr>
<td>Dirt or stains anywhere</td>
<td>Chipped nail polish</td>
</tr>
<tr>
<td>Inappropriate ties</td>
<td>Lipstick on teeth</td>
</tr>
<tr>
<td>Trousers that are too short</td>
<td>Over-powering perfume</td>
</tr>
<tr>
<td>Belts too high or low</td>
<td>Dirty or scuffed shoes</td>
</tr>
<tr>
<td>Cheap looking shoes</td>
<td>See-through or gaping clothes</td>
</tr>
<tr>
<td>Long sleeves rolled above the elbow</td>
<td>Too much make up</td>
</tr>
<tr>
<td>Straining or missing buttons</td>
<td>Bra straps showing</td>
</tr>
<tr>
<td>Body odour of any sort</td>
<td>Dark hair roots showing</td>
</tr>
<tr>
<td>Socks that are funnier than you are</td>
<td>High fashion shoes</td>
</tr>
</tbody>
</table>
5. Get in the habit...

Success lies in Consistency

Make sure you look the business today, tomorrow and everyday.
What can YOU do?

1. Place value on first impressions
2. Be visible
3. Dress for decisions
4. The devil is in the detail
5. Get in the habit