Dress for Success

- Why care what you look like?

- Attire terms and examples

- Look your best by knowing the following:
  - Facial shape
  - Body types
  - Colors
  - Accessories
Why Care What I Look Like?

Of course physical appearance matters. The person you are meeting for the first time does not know you and your appearance is usually the first clue he or she has to go on. But it certainly does not mean you need to look like a model to create a strong and positive first impression.

Present Yourself Appropriately.

The key to a good impression is to present yourself appropriately.

They say a picture is worth a thousand words, and so the "picture" you first present says much about you to the person you are meeting.

Start with the way you dress. What is the appropriate dress for the meeting or occasion? In a business setting, what is the appropriate business attire? Suit, blazer, casual? And ask yourself what the person you'll be meeting is likely to wear.

For business and social meetings, appropriate dress also varies between countries and cultures, so it's something that you should pay particular attention to when in an unfamiliar setting or country. Make sure you know the traditions and norms.

Clean and tidy appearance is appropriate for most business and social occasions. A good haircut or shave. Clean and tidy clothes. Neat and tidy make up. Make sure your grooming is appropriate and helps make you feel "the part".

Appropriate dressing and grooming help make a good first impression and also help you feel "the part," and so feel more calm and confident. Add all of this up and you are well on your way to creating a good first impression.

All our dreams can come true if we have the courage to pursue them.

~Walt Disney
Seven nonverbal ways to make a positive first impression:

Adjust your attitude.
People pick up your attitude instantly. Before you turn to greet someone, or enter the boardroom, or step onstage to make a presentation, think about the situation and make a conscious choice about the attitude you want to embody.

Straighten your posture.
Status and power are nonverbally conveyed by height and space. Standing tall, pulling your shoulders back, and holding your head straight are all signals of confidence and competence.

Smile.
A smile is an invitation, a sign of welcome. It says, “I’m friendly and approachable.” So there's nothing like a smile to create a good first impression. A warm and confident smile will put both you and the other person at ease. So smiling is a winner when it comes to great first impressions. But don't go overboard with this – people who take this too far can seem insincere and fake.

Make eye contact.
Looking at someone’s eyes transmits energy and indicates interest and openness. (To improve your eye contact, make a practice of noticing the eye color of everyone you meet.)

Raise your eyebrows.
Open your eyes slightly more than normal to simulate the “eyebrow flash” that is the universal signal of recognition and acknowledgement.

Shake hands.
This is the quickest way to establish rapport. It’s also the most effective. Research shows it takes an average of three hours of continuous interaction to develop the same level of rapport that you can get with a single handshake.

Lean in slightly.
Leaning forward shows you’re engaged and interested. But be respectful of the other person’s space. That means, in most business situations, staying about two feet away.

Great minds discuss ideas; average minds discuss events; small minds discuss people.
~Eleanor Roosevelt
<table>
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<tr>
<th>Dress Attire</th>
<th>White Tie</th>
<th>Black Tie</th>
<th>Formal</th>
<th>Semiformal</th>
<th>Informal</th>
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| **The most formal event one can attend,** usually a State or Diplomatic Function. | Ladies: Long Gown  
Gentlemen: Tuxedo/Tails | Ladies: Long gown or tea-length, super-dressy cocktail suit, a luxury coat if you have one  
Gentlemen: Dinner Jacket/Tuxedo | Ladies: Long gown or tea-length, super-dressy cocktail suit, a luxury coat if you have one  
(Note- long dresses and skirts are not normally worn before 5pm.)  
Gentlemen: Tuxedo or Suit w/bow tie | Ladies: “Dressy” Dress/Nice suit/Cocktail Dress with jewelry and heels  
Gentlemen: Dark Business Suit | Ladies: Dress, suit, or skirt and blouse, but not as dressy as semiformal  
Gentlemen: Business suit or sport coat and tie |
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<th>Dress Attire cont.</th>
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| **Casual**        | Ladies: Simple dress, skirt and blouse, or dress slacks  
|                   | Gentlemen: Slacks and open neck shirt (no tie) and sport coat or sweater |
| **Very Casual**   | Jeans, shorts, t-shirts, etc. (that are appropriate in nature) |
| **Area Specific** | Cowboy hat and boots, Hawaiian shirt, College game wear, etc… |
Facial Shapes

Collars

Standard Collars: Triangle, Oval
Spread Collars: Diamond, Heart, Rectangle, Oblong,
Pointed Collars: Square, Round

Jewelry
Eye Glasses
Ties
Make-Up
Hair Styles
Scarves
**Apple**
- Inverted triangular shaped body
- The bust measurement is larger than the hip measurement.
- Large chest and bust for your frame.
- You carry most of your weight around your midsection.
- Usually have slim legs, hips, and bottom.

*A line or a continuous line dresses*
*Slacks with zippers on the sides, slacks with pockets on the back*
*Trouser cut, Flared, Wide-legs, or Boot-cut Pants*

**Pear**
- Triangular shaped body
- Hip measurement is larger than the bust.
- Wide hips and bottom.
- You carry most of your weight on your hips, thighs, and bottom.
- Usually have slender neck and shoulders
- Often have a flat tummy

*Empire Line, Fitted Waist, Wrap Dresses*
*Embellished Tops*
*Relaxed, Boot-cut, Traditional trouser Pants*

**Hour Glass**
- Classic Hourglass Shape
- The bust measurement is roughly the same as the hip measurement
- Your waist is about 10 inches smaller than your bust and hips.
- Your body looks proportionately curvy.

*Wrap blouse or dress*
*Full circle or tulip cuts, A-line, pencil Skirts and Dresses*
*Wide-leg and Boot-cut Pants*
*Mid-rise or High-rise Pants*

**Lean Column**
You generally have an athletic body with toned arms.
- Rectangular shaped body.
- Your waist is less than 9 inches smaller than either your hip or bust measurements.
- Your upper body is proportionate to your lower body.
- Smaller bust size.
- Not much curve at your waist.
- Usually have great legs.

*Simple straight or empire lines*
*Boot-Cut, Flare, Wide-leg Pants*
*Low-waisted or Mid-waisted Pants*
*Pleated slacks*
**Ectomorph:**
- Small “delicate” frame and bone structure
- Classic “hardgainer”
- Flat chest
- Small shoulders
- Thin
- Lean muscle mass
- Finds it hard to gain weight
- Fast metabolism

**Recommended:**
- Wear French cuffs shirts to add interest and bulk
- Wear medium width neckties
- Pants should be pleated and cuffed to add volume to your body
- Wear belts
- Italian Suits with jackets with shoulders that are padded

**Mesomorph:**
- Athletic
- Generally hard body
- Well defined muscles
- Rectangular shaped body
- Strong
- Gains muscle easily
- Gains fat more easily than ectomorphs

**Endomorph:**
- Soft and round body
- Gains muscle and fat very easily
- Is generally short
- “Stocky” build
- Round physique
- Finds it hard to lose fat
- Slow metabolism
- Muscles not so well defined

**Recommended:**
- Double-breasted jackets
- Wear vertical lines and avoid horizontal patterns
- Pants should be trim, but not binding. The legs should taper slightly.
- American Suit Wear with jackets with shoulder pads to create long slim-looking lines

**Mesomorph**
- Straight or wider leg trousers,
- Shirts and jackets that are wider at the shoulders and hug your waist
- Wear straight cut or wider leg pants (or boot cut jeans)
- British Suit Style
Clothes Notes

*Flattering your curves: Wear tailored clothes that fit. Loose, flowy clothes create the illusion of extra weight, add a belt to the smallest part of your waist to draw the eye upward, wear clothes that show off YOUR favorite part or parts.

*Belting your curves: Belts can add structure and shape to any outfit and can flatter your body shape, no matter your body shape. Experiment with different widths, experiment with placement, contrast your belt color against your outfit, layer belts with cardigans.

*When you have a choice between wearing pants or a skirt, carefully weigh your options...and choose the skirt.

*If given a nametag tag to wear, right side of chest.

*Haircuts 10 days prior to your event.

*Ignore size—go with what fits you and looks good. Don’t get fixated on the numbers.

*Just because it looks good on the hanger doesn’t mean it will look good on you. Try it on before you buy it!

*When in doubt, wear darker shoes. Ladies- no open toe shoes for interviews and gentlemen no tennis shoes.

*Socks should match slacks.
Colors and their Meanings

BLACK
- sophistication
- power
- mystery
- formality
- evil
- death

GRAY
- stability
- security
- strength of character
- authority
- maturity

PURPLE
- royalty
- luxury
- dignity
- wisdom
- spirituality
- passion
- vision
- magic

YELLOW
- joy
- cheerfulness
- friendliness
- intellect
- energy
- warmth
- caution
- cowardice

WHITE
- freshness
- hope
- goodness
- light
- purity
- cleanliness
- simplicity
- coolness

PINK
- romance
- compassion
- faithfulness
- beauty
- love
- friendship
- sensitivity

RED
- danger
- passion
- daring
- romance
- style
- excitement
- urgency
- energetic

BLUE
- peace
- stability
- calmness
- confidence
- tranquility
- sincerity
- affection
- integrity

GREEN
- life
- growth
- environment
- healing
- money
- safety
- relaxation
- freshness
Success is...
knowing your purpose in life,
growing to reach your maximum
potential, and sowing seeds that
benefit others.
~ John C. Maxwell