

What Not to Wear



Objectives

- Define Impression Formation/First Impressions
- Know Your Audience
- Image Basics
- Utilize Your Resources

Stages of Impression Formation

Selection of Cues

Stages are affected by:

- Object Characteristics
- Perceiver Characteristics
- Context

Interpretation of Cues

Extended Reference

Anticipatory Set- Behaviors

First Impressions

- 55% Appearance and Body Language
- 38% Tone of Voice
- 7% What You Say

University of Illinois

Interview Attire

- Clean and neatly pressed, ✓✓✓
- Fit well, stay in place sitting or walking
- Suit is always a good choice
- Conservative colors/fabrics
 - Navy, gray or black
 - Solids or very subtle weave
 - Wool always a good choice
 - Avoid acetate/rayon blends

Men

- Two-piece matched suit best
 - Good investment – last for first few years on job
 - Wool – navy or dark grey
 - Subtle pattern – look solid from across room
- Ties – good quality silk ties
 - Match a color in suit
 - Solid or conservative pattern
 - No character ties
- Shirts long sleeved shirts – even in summer
 - Button down
 - White or light color to
 - Solid or very conservative stripe.

Men continued

- Shoes – leather, lace up/slip on, black
- Belt – black leather, match shoes or blend
- Facial hair – well groomed, consider shaving
- Jewelry
 - Conservative watch
 - One ring per hand
 - One earring – consider none

Men continued

- Hair- Neatly groomed. Current, complimentary style. Thin is okay. Shaved can be great.
- Glasses- Current style & CLEAN!
- Teeth/Breath- Mint before Meeting
- Cologne- None or very light (Allergies)

Men continued

- Clothing-
 - Best fabric you can afford (Twist test);
 - Properly fitted (Jacket, Tie, Pants);
 - Cleaned & Pressed;
 - Coordinated (Belt, Shoes, Tie)
- Shoes- Clean, polished

Interview Attire Examples



Business Casual - Men

- Pants – khaki, cotton, corduroy
- Shirts
 - Polo shirt or sport shirts (short sleeves ok)
 - Lightweight knit shirts, sweaters
 - Plain T or turtleneck
- Shoes
 - Medium- or thick-sole leather
- Third piece added, more business like
 - Casual jacket
 - Sweater (pull over or cardigan)

Women

- Two piece matching skirted suit or tailored pants suit is best
- Cosmetics - light hand, neutral colors
- Nails – avoid extreme length/color
- Hosiery plain, sheer, neutral colors
- Clean, invest in a good, updated cut hairstyle, with natural hair coloring
- Glasses- make sure they are a current style/lines go with the symmetry of your face
- Perfume/scents should be minimal

Women Continued

- Jewelry/accessories – keep it simple
 - Small earrings, - no hoops, one per ear
 - Bracelets - no noise/distract
 - Conservative business-like watch
 - No more than one ring per hand
- Brief case *or* purse
 - Match shoes
 - Conservative – leather best
 - Consider leather portfolio

Women Continued

- Clothing- Best fabric you can afford (Twist test); Properly fitted
- Shirts: sleeve length should be at wrist bone, midriff- there should be a 2” of fabric as you reach up
- Pants: zippers and closings should lie flat, waist: there should be a loose enough for 2 fingers to be inserted.
- Shoes- Clean, polished, no open-toe, 1 – 1^{1/2}” heel
- Use color to your advantage: get to know which colors are more favorable on you and incorporate them into your wardrobe

Blouse

- Silk, cotton or other finely woven fabric (avoid polyester).
- Simple/tailored without lace or frills.
- Solid colors are best or small print that coordinates nicely with your suit.
- Avoid low cut or sheer

Skirts

- Cover your thighs when you are seated
- Just above knee to mid calf
- Narrow that you can't climb stairs comfortably
- Sit in the skirt facing a mirror – what interviewer sees - is it distracting?
- High slits not appropriate
- On a calf length skirt, a slit to the knee ok to facilitate walking/climbing stairs

Interview Attire Examples



Business Casual - Women

- Polished, not fashion victim
- Pants – khaki, cotton, corduroy
- Tailored shorts (if appropriate)
- Skirts – cotton, corduroy or denim
- Top or blouse
 - Short sleeves
 - Light weight knit
 - Plain T or turtleneck
- Shoes
 - Medium or thick soled leather
 - Casual flats



What Business Casual is Not

- Jeans, tennis shoes,
- Tight or short skirts,
- Logos on t-shirts and sweatshirts
- This is not a weekend at the coast

- Business Casual *never* applies to grooming

Colors

- Black, Navy & Gray – Power, authority, knowledge and success
- White – Formal, sophisticated, clean
- Red – Energy, strength, danger
- Brown – Dependable, stable

Helpful Links

- <http://www.symsdress.com/>
- http://www.bremercommunications.com/Business_Casual.htm
- http://www.ehow.com/how_49_dress-business-casual.html