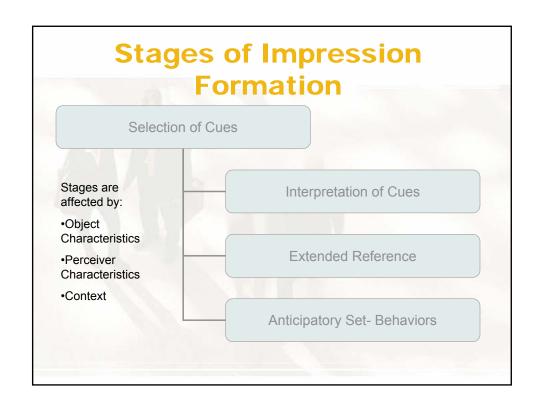


# **Objectives**

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





#### **Interview Attire**

- · 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



## **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, midriffthere 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



#### **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**

- <a href="http://www.symsdress.com/">http://www.symsdress.com/</a>
- http://www.bremercommunications.com/B usiness Casual.htm
- <a href="http://www.ehow.com/how\_49\_dress-business-casual.html">http://www.ehow.com/how\_49\_dress-business-casual.html</a>