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## **Dress for Success**

### ***The Interview***

You never get a second chance to make a first impression. When you walk into a room your image plays a key role in forming impressions. Studies show that over 55% of all face-to-face communication is impacted by non-verbal signals. How you dress for your interview can definitely impact your chances of landing the job. Take time to plan what you're going to wear. Keep in mind when planning what to wear that:

- It's better to present yourself as conservative and professional than as casual and disheveled. A suit, dress, or slacks and shirt are recommended interview attire. Avoid cocktail wear, skirts that are too short, or an outfit you might wear on a Friday night or weekend afternoon.
- Clothes should be neat, cleaned, and pressed and shoes polished.
- Men should wear ties. Belts should match shoes, and the color of your socks should coordinate with your slacks.
- Women should wear hose. Closed-toed shoes are more appropriate. Hair should be neat, clean and out of your face. Make-up should be conservative with a daytime look.

### ***The Job***

#### ***You've got the job--now what... the dress is business casual!***

One of the biggest questions asked today is "what is business casual"? This question does not have one right answer. It is mandated by a company's culture, the industry the company represents and the interpretation of its employees. There are several basic rules you may want to follow if your company has a casual dress code policy.

#### ***Dress Dos***

- Do ask if your company has a written dress code policy.
- Do watch others in the office for guidance and a sense of what is acceptable.
- Your gut feeling is generally right, so if you feel uncomfortable or have second thoughts, do not wear it.

#### ***Dress Don'ts***

- Never wear spandex or other body hugging material.
- Never wear sweats or other athletic clothing.
- T-shirts with inappropriate language are definitely inappropriate.
- Footwear--avoid tennis or athletic shoes, open toes, flip flops, house shoes.

- Save baggy, oversized or see-through clothing for the weekend.
- Body piercing--multiple earrings, nose rings, eyebrow or multiple lip rings should be saved for the weekend.

Want a new look? You might consider meeting with an image or wardrobe consultant.  
Remember: Your goal is to look professional or appropriate for the position and company.