



“Professional Etiquette”

How to:
Dress
For Success

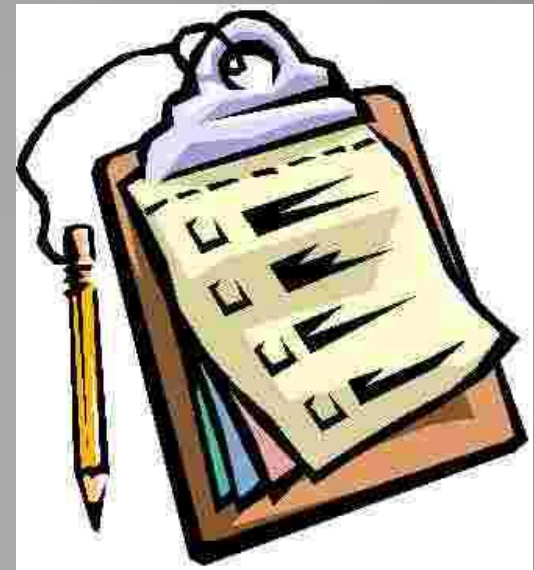
Career and
Professional
Readiness Center

What are the types of Professional Dress?



Overview:

- Making an Impression
- Building your Professional Wardrobe
- Specifics of Dress
- “Business Professional”
- “Business Ready”
- “Business Casual”
- “Casual Casual”
- Do’s and Don’ts
- QUIZ!



Making an Impression

- 55 % of another person's perception of you is based on how you look.
- Dress for the job you want, not the job you have.
- “75% of recruiters believe that how a person dresses for work affects one's job, salary, and possible promotions”
(<http://wingsforsuccess.org>)

*“Your first impression
is always a lasting impression”*

Building your Professional Wardrobe

- Invest your money in a great suit!
 - Lasts longer, timeless
- Shop smart.
 - Think in advance, look for sales
 - Seek the assistance of a sales associate
 - Buy pieces that are versatile



Building your Professional Wardrobe

- Before shopping, look at your current wardrobe
 - Find pieces that you can wear to work, then shop for “fillers”
 - Example: If you have a nice pair of pants that need a nice belt, only buy a matching belt
 - Spend less money by using more of what you currently have



Your Professional Wardrobe for...

WOMEN

MEN

Building your Professional Wardrobe

- Buy the essentials
 - A black pencil skirt, a white blouse, wide leg trousers (in gray, black or tan), black pumps and an elegant hand bag.



The Specifics for Women

- Suits
 - Pants or skirt with a matching jacket
 - Best material is pure wool or a wool blend. Color: navy, charcoal gray and black are all acceptable. Patterns, if any, should be muted. Choose a conservative style that is versatile.
- Shirts
 - Best material is cotton or cotton blend. Long sleeve shirts are more professional than short sleeve.



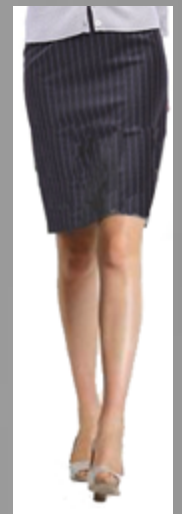
The Specifics for Women

- Blouses
 - Tops can be button ups, turtle necks, shells, or fashion blouses.
 - Keep colors neutral, don't wear loud colors or patterns.
 - Whatever you wear make sure it keeps you covered



The Specifics for Women

- Skirts
 - Should be a modest length, no shorter than 2 inches above the knee. The skirt should still cover your thighs when sitting. Make sure the skirt is appropriate for walking, climbing stairs and sitting. Lengths can be long. Slits are appropriate if not too long. Skirts for professional wear should be fitting but not clingy and not flowing. Flowing skirts are more “Casual Casual” to “Business Casual”.



The Specifics for Women

- Jewelry

- post earrings, a modest necklace, and few rings are acceptable. No dangling earrings, loud and noisy necklaces, or rings on every finger. Keep the ring count down to one per hand. Broaches are acceptable to add a little color to a jacket or sweater.



The Specifics for Women

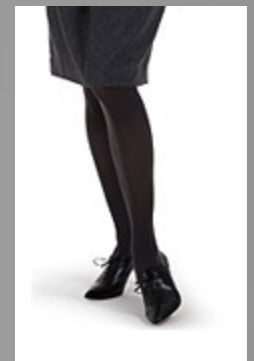
- Shoes

- must be clean and polished. Wear comfortable ones. Heels should be no higher than two inches. Closed toe pumps are preferred, however open toed shoes are acceptable for a more casual look.



- Socks/ Hosiery

- the only requirement of socks is that they match the color of your shoes and slacks, and that they cover your ankles and/or reach mid calf. Hosiery must be worn with skirts. Hosiery must be plain, neutral colored. Exposing skin due to short socks or no hosiery is not professional.



The Specifics for Women

- Grooming
 - Keep hair out of your face and brushed. Nails should be painted a natural color, don't match your nails to your outfit. Makeup should look natural, and clean. Too much color can be distracting.
 - keep nails, and teeth well maintained.



The Specifics for Women

- Accessories
 - should be kept to a minimum.
 - handbags should match your outfit, as well as scarves and/or belts.
- Body Modifications
 - Tattoos should be covered, whether with clothing, shoes or make up. Piercings- the only piercings allowed are one hole on each ear. Any other type of piercing should be covered or removed. Think wisely before you get something done- even if you get your nose pierced you will still have a scar your employer might see.



The types of Dress...

- “Business Professional”
- “Business Ready”
- “Business Casual”
- “Casual Casual”

WOMEN What to Wear: “Business Professional”

- Think like what you would wear for an interview
 - Slacks or a modest skirt, a matching jacket, a button up shirt or equivalent blouse, closed toe plain heels
 - Sweaters are allowed if you have a nice button up shirt underneath



WOMEN What to Wear: “Business Professional”

- The goal for business professional is to look the best you can
- You may be meeting new clients or representing your firm at an event
- The way you dress represents you and your company

Rule of thumb: If you have to question an item, don't wear it.

WOMEN What to Wear: “Business Ready”

- “Business Ready” is defined by being one simple change away from business professional
 - Taking over as the new “Business Casual”
- By keeping a neutral colored jacket and a pair of polished shoes in your office you can be “Business Professional” in minutes

WOMEN What to Wear: “Business Ready”

- Modest skirt or pants and an appropriate blouse
 - By adding a jacket and closed toe black pumps you have a complete outfit



WOMEN What to Wear: “Business Casual”

- Very hard to define, each office has a different point of view
 - Ask your co-workers
- Ranges from not wearing a jacket, to wearing jeans and sandals

Our advice: Keep it neutral, keep it covered, keep it classy.

WOMEN What to Wear: “Business Casual”

- Wear some neutral colors, but add one pop of color for a more casual look.
- Staying covered is *always always* a safe bet
 - Do not wear a low neckline or a mini skirt
- Keep your attire classy and timeless
- Don't experiment with new clothes or radical colors



"Keep it neutral, keep it classy, keep it covered"

WOMEN What to Wear: “Business Casual”

- You don't want to be too casual, but you also don't want to be too dressy
 - If you show up to work in a full three piece suit on a casual day people will have their opinions about your dress as well
- Most important thing:
 - Know what is appropriate*
 - If you don't know ask!
- Most businesses will have their clothing guidelines outlined in the employee handbook

"Keep it neutral, keep it classy, keep it covered"

WOMEN What to Wear: “Casual Casual”

- Think of what to wear at a company picnic
- Includes: Jeans, casual pants, t-shirts, tennis shoes
- DOES NOT include:
 - Short shorts, spaghetti strap tank tops, tube tops, or shirts with profanity or graphics

Know what is appropriate!



[Click to go to Next Slide...](#)

[Click to go to Specifics for Men](#)

Building your Professional Wardrobe

- Buy the essentials
 - Button up shirts, a dark and light pair of slacks, dark dress shoes and a simple belt.



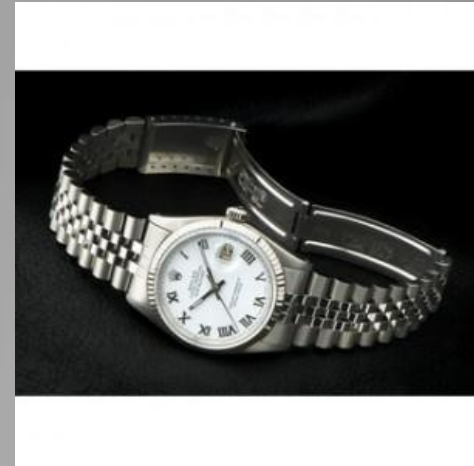
The Specifics for Men

- Suits
 - Pants with a matching jacket
 - Best material is pure wool or a wool blend. As for color, navy, charcoal gray and black are all acceptable. Patterns, if any, should be muted. Choose a conservative style that is versatile.
- Shirts
 - Best material is cotton or cotton blend. Long sleeve shirts are more professional than short sleeve.



The Specifics For Men

- Jewelry – Keep to a minimum
 - Wedding bands and a watch are a maximum. Watches if worn should be conservative and not flashy. No earrings or bracelets.
- Ties
 - Ties should reach the top of your belt buckle.
 - If you don't know how to tie a tie correctly, learn or have someone help you.



[Learn to tie a tie
www.tie-a-tie.net/](http://www.tie-a-tie.net/)

The Specifics for Men

How to Build a Tie Wardrobe

- Buy quality ties
 - Those made from 100% silk, stain resistant
 - They do no wrinkle
- Patterns
 - Geometric, diagonal stripe, small to medium dotted, or solid tie
- Colors
 - Compliment your suit
 - Enhance your appearance, do not overpower it



The Specifics for Men

- Shoes
 - Best material is leather. Shoes can be with or without shoe ties.
- Socks
 - the only requirement of socks is that they match the color of your shoes and slacks, and that they cover or reach mid calf. Exposing skin due to short socks is not professional



The Specifics for Men

- Grooming
 - keep hair, nails, and teeth well maintained.
 - hair should be short and well kept. Get a nice hair cut. Beards and mustaches project a less professional image.



The Specifics for Men

- Accessories
 - should be kept to a minimum.
 - Men: vests, cuff links, and ties should match the rest of your outfit, but don't wear all at once.
- Body Modifications
 - Tattoos should be covered, whether with clothing, shoes or make up. Piercings-Think wisely before you get something done- even if you get your nose pierced you will still have a scar your employer might see. Men should have no piercings visible.

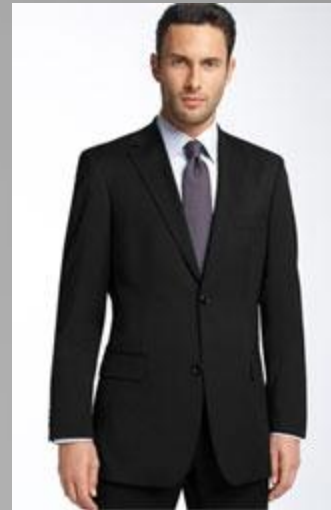


The types of Dress...

- “Business Professional”
- “Business Ready”
- “Business Casual”
- “Casual Casual”

MEN What to Wear: “Business Professional”

- Think like what you would wear for an interview
 - Shirt and tie is required
 - A suit is preferred but you can wear a blazer



MEN What to Wear: “Business Professional”

- The goal for business professional is to look the best you can
- You may be meeting new clients or representing your firm at an event
- The way you dress represents you and your company

Rule of thumb: If you have to question an item, don't wear it.

MEN What to Wear: “Business Ready”

- “Business Ready” is defined by being one simple change away from business professional
 - Taking over as the new “Business Casual”
- By keeping a neutral colored jacket and a pair of polished shoes in your office you can be “Business Professional” in minutes

MEN What to Wear: “Business Ready”

- Nice slacks, button up shirt and tie
 - By adding a jacket and polished shoes you have a complete outfit



MEN What to Wear: “Business Casual”

- Very hard to define, each office has a different point of view
 - Ask your co-workers
- Ranges from not wearing a tie, to wearing jeans and sandals

Our advice: Keep it neutral, keep it covered, keep it classy.

MEN What to Wear: “Business Casual”

- It might mean wearing a polo instead of a button up shirt
 - Tie not needed
- You can step away from the basic colors of blue, white and gray slightly
 - Light pastel colors are acceptable



"Keep it neutral, keep it classy, keep it covered"

MEN What to wear: “Business Casual”

- You don't want to be too casual, but you also don't want to be too dressy
 - If you show up to work in a full three piece suit on a casual day people will have their opinions about your dress as well
- Most important thing:
 - Know what is appropriate*
 - If you don't know ask!
- Most businesses will have their clothing guidelines outlined in the employee handbook

"Keep it neutral, keep it classy, keep it covered"

MEN What to wear: “Casual Casual”

- Think of what you would wear to a company picnic
- Plain t-shirt or polo with khakis, jeans, or shorts
- Casual casual dress DOES NOT include:
 - Short shorts or shirts with profanity or graphics

Know what is appropriate!



REMEMBER:

DO's and DON'TS

- DO:
 - Wear deodorant, brush your teeth, trim and polish nails, brush your hair
 - Wear appropriate jewelry
 - Wear natural looking makeup
- DON'T:
 - Don't wear overpowering cologne or perfume
 - Don't try out elaborate hairstyles
 - Don't wear trendy clothing, keep it classic

“Keep it neutral, keep it classy, keep it covered”

Examples:

What would you consider this as...



1.

“Business
Ready”

2.

“Business
Ready”

3.

“Business
Professional”

4.

“Business
Professional”

What would you consider this as...



Not Acceptable!

Way too much skin. Dress modestly, leave room for the imagination.

What would you consider this as...



“Business Professional”



“Business Professional”

What would you consider this as...



+



“Business Ready”

= “Business Professional”

What would you consider this as...



“Casual Casual”



“Casual Casual”



“Casual Casual”

What would you consider this as...



“Business Casual”



“Business Casual”

What would you consider this as...



Not acceptable!

Shorts are rarely allowed in the office. Be safe, wear a skirt or pants!

What would you consider this as...



“Casual Casual”

What would you consider this as...



Not Acceptable!

Wear solid colors or muted patterns. Patterns with loud colors do not look professional. ***“Keep it neutral, keep it classy, keep it covered”***

What would you consider this as...



“Business Professional”



“Business Professional”

What would you consider this as...



Not acceptable!



Not acceptable!

Make sure your clothes fit you well; they hug your curves but don't cling to your body. If you can see skin when bending over or sitting down, wear something different.

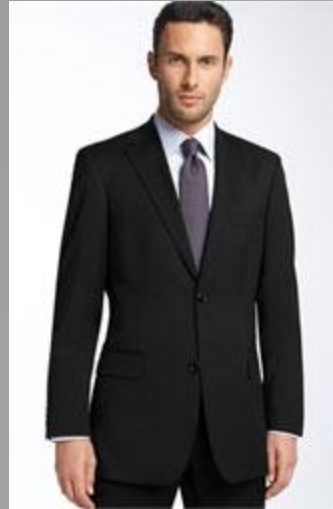
What would you consider this as...



Not Acceptable!

Also, make sure your clothes aren't too big. If your clothes don't hug your curves you look unprofessional.

What would you consider this as...



“Business Professional”

What would you consider this as...



Not acceptable!

Facial piercings are not allowed in the work place, and make you look less professional. Cover it up or take it out!

What would you consider this as...



“Business Ready”



= “Business Professional”

What would you consider this as...



Not Acceptable!

Flip flops are rated as one of the most unprofessional things you could wear to work. Depending on what style of dress you are aiming for, be conscious of how much of your feet should be covered. The more covered, the more professional.

What would you consider this as...



“Business Casual”



“Business Casual”

What would you consider this as...



Not Acceptable!

Showing this much skin and wearing bright colors like this is not appropriate for the work environment

What would you consider this as...



“Business Casual”



“Business Casual”

What would you consider this as...



Not acceptable!

Leggings should never be worn as an alternative to pants in the office.

Remember...

- All the types of dress in this PowerPoint are described by what the CPRC thinks is acceptable. Look at your employer's handbook for what they find acceptable to wear to work! 😊