

Dress For Success

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Follow this check list for a successful professional image.

1. Hair is clean, current, and flattering. If you colour your hair, make sure it flatters you. (Go to a good hair dresser!)
2. Nails are clean, trimmed, and in good condition. If nail polish is worn it is not chipped. Executives are best with a clear or natural polish.
3. Breath and body odour are fresh, clean, and pleasant.
4. Teeth are clean, white, and even; your smile is attractive. (Check out a cosmetic dentist for a consultation.)
5. Clothing and accessories are immaculate:
 - shoes clean and polished
 - shoes and belt in good condition
 - buttons sewn on tight
 - eyewear clean and in good condition
 - clothing clean and in good condition.
6. Image is current or classic. If you are in a traditional industry such as banking, a classic image shows you are trustworthy, reliable, dependable, and safe. If you are in a creative industry such as advertising, a current image shows you are flexible, aware, updated, and creative.
7. Fit is immaculate. Very few people fit off the rack.
8. Accessories are appropriate, elegant, and in good taste.

9. Image reflects quality, elegance, and refinement. Dress in the best quality you can afford. You are justified spending approximately 1% of your gross annual income on a business suit.
10. As much as possible, wear colours that flatter you. If you have not had a personal colour analysis, maybe it's time!
11. Power colours are neutral, dark, and cool. Navy has the edge. Wear the navy that suits you, whether it's midnight, bright, greyed, or marine.
12. A white shirt adds professionalism. Wear the white that flatters your colouring: ice white, ivory, soft white, or eggshell.
13. The more neutral or sheer the hosiery, the more professional.
14. The most professional shoe is a pump; closed toe and heel is the most corporate.
15. For executive occasions, the jewellery is real: white gold, yellow gold, platinum.
16. For executives, the bag (laptop bag or briefcase) is leather and in good condition. The slimmer the bag, the more professional.
17. A matched suit is the most professional, and is appropriate for a corporate situation; a skirt suit is dressier than a trouser suit.
18. A jacket can increase the professionalism of a look.
19. Long sleeves are more professional than short; the less sleeve, the less professional.
20. Fabric that is highly refined is more professional than fabric that is textured.

Some business sabotegers:

cleavage

bra strap showing

panty-line

out-dated

ill-fitting

frumpy

unflattering styles or colours

Your image can hold you back, or it can move you forward. Allow it to enhance and expand your credibility, opportunities, income, and potential. Magnify your success quotient!

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