

How to Guide:

Dress For Success

There are three types of professional attire: ***Business Professional***, ***Business Casual***, and ***Smart Casual***.

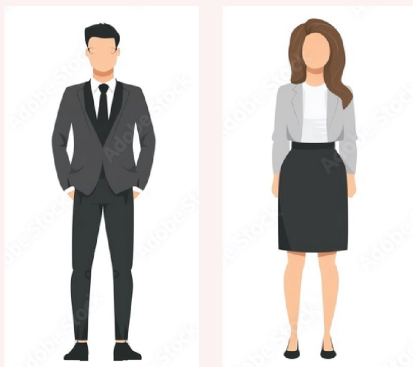
Business Professional is a conservative clothing style that's most appropriate for formal events, interviews, and career fairs. It's also common in industries like banking, law, finance, and government. When in doubt, it's best to dress conservatively

Business Casual is a code of dress that blends traditional professional clothing with a more relaxed style that is still professional and appropriate for office environments. It has become widely acceptable across many industries.

Smart Casual is even more relaxed and informal, but still professional. It is most widely seen in flexible offices, and creative industries like Design, IT, Media, and Advertising. NEVER APPROPRIATE FOR INTERVIEWS!

Business Professional

- **Suit:** Well fitted two-piece suit in navy, charcoal gray, or black. Pants or skirt fitted but not tight
- **Tie:** Simple pattern or solid color
- **Shirt/Blouse:** Coordinate with suit. Avoid tops that are tight or transparent. Aim for solid colors.
- **Belt:** Often leather, color should match shoes when possible
- **Socks:** Dress socks, matched to the dress pants
- **Stockings:** Nude to the color of your skin



Business Casual

- **Shirt:** conservative and collared
i.e. Polo shirts or button down shirts, not t-shirts
- **Blouse:** Avoid tops that are tight or transparent or that have large graphics
- **Pants:** Dress pants or khakis
- **Dresses/skirts:** Worn at knee length, no high slits or low-cut fronts



Smart Casual

- **Shirts:** plain crisp t-shirt, untucked polos and shirts
- **Blouse:** short or long sleeves, trendy tops as long as they aren't tight or revealing. Be mindful of messaging on graphic T-shirts.
- **Pants:** khakis or dark relaxed jeans without holes
- **Dresses/skirts:** trendy and personal but not short, tight, or revealing
- **Shoes:** nice



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Appearance matters in the interview and on the job!

For the Interview...

- Your appearance sends a message to employers about how well you will “fit” into the organization.
- The primary goal of dressing for your interview is to feel good and look professional. If you feel uncomfortable in an outfit - even if it fits and people say you look great - don’t wear it.
- Do your research on the company culture, and always dress a little more conservatively and formally than employees dress on the job.
- If you can’t find information on the company dress code, it’s ok to ask before your interview.
- Iron or have your clothes dry cleaned and pressed before the interview.
- Avoid distracting accessories and personal expression-it is best to save your personal style for after you get the job. (This may include the visibility of tattoos, body piercings, and brightly colored hair.)

On the Job...

- Appropriate dress will help you to present a positive image of yourself and your organization.
- Be sure you know your company’s dress code. “Business Casual” is the most common dress code, and it can vary depending on the organization. Mimic the attire of respected leaders.
- Make sure your clothing fits and isn’t too baggy or too tight.
- Clothing should always be cleaned and ironed. Never wear clothes with holes or tears, even if it is in fashion.
- Clothing should be comfortable and practical, but never offensive. Do not wear things that are revealing or contain controversial words or graphics.

Final Touches

- Reduce the amount of scents used in perfume, cologne and/or hair products.
- Hair should be styled, clean, and kept away from your face.
- Keep nails clean and trimmed. Nails and make up should be conservative, neutral colors.
- Keep facial hair trimmed and well groomed.

Look Good, Feel Good, Do Good!

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