



## DRESS ETIQUETTE

# STEPPING OUT IN STYLE

## “*Me, My Style & I*”

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It is common knowledge that your appearance is the star key that determines how you are viewed, liked and accepted. This is essentially, that one time important ‘make or break’ first impression moment created in the minds of those that meet you. It takes seconds to create a good impression and a lifetime to erase a bad one. Statistically 55% of our immediate judgment of you stems from your looks. This may start from your dress sense and spear out to other things, such as, your smile, eye contact and body language. 38% of how you are judged is based on your voice, the pitch (volume), pace (speed), clarity (audibility). Believe it or not, you have already been judged before saying a word.

How unique are you in your dressing? Do you dress to impress?

Do you follow the current fashion or go with the flow? Are you unconcerned about general clothing or do you have a style unique to you that everyone can align with?

Dressing for both men and women is important. It can either boost or kill your image.

You can win deals, open doors and climb the professional ladder just by taking that extra time to pay closer attention to your looks. I would say that your wardrobe is clearly a strategy for developing that winning image.



***What your dress sense identifies in you.***

- \* Status
- \* Class Designation
- \* Qualifications
- \* Personality
- \* Character



# STRATEGIES FOR STEPPING OUT IN STYLE



## (A) PROPER BODY SIZE/FIT

Identify your type of body, are you bigger on your upper or on your lower part of body; are you proportionately balanced?

Back in the days when my family and I took vacations in the United States (US), I enjoyed shopping fast to avoid wasting time. I would see what I liked and grab the size that I considered to be just right.

Of course I don't need to tell you that I did not consider the size difference between the United Kingdom (UK) and US, I chose sizes 14 for all my beautiful outfits only to find out that they were UK 18. Never again—no matter what it takes! Once a conscience decision has been made to go shopping, time must be allocated to ensure that the item(s) fit. It should not be too baggy, too tight, too short or too transparent.

## (B) COLOUR

Choose colours of fabrics that match your complexion, eyes, existing shoes or bags. The outfit should flaunt your assets and bring out your best look. Identify your strengths in terms of the colours that flatter your figure and personality. Black generally makes you look thinner and is a colour of authority and power. White is an everyday wear but looks better in daytime and it stands for purity. Red can be authoritative, and striking, it looks good in dresses or a tie worn with a white shirt and black suit. Blue is considered the most worn corporate colour which goes well for both formal and business casual.

## (C) QUALITY

When purchasing a clothing item, make it an investment that is worth your while. As the saying goes, 'do not be pennywise and pounds foolish', buy that which will last and stand the test of time. Remember that, you get what you pay for. Everybody should own a black skirt/trouser, white blouse/shirt, good leather shoes, a decent watch and a good quality bag, do not compromise your looks. Dress to impress always.

## (D) COMFORT/FASHION

As much as you want to be trendy and updated, ensure that ultimately you are comfortable in what you wear. When it comes to shoes, you know where it pinches the most. Comfortable clothing will give you that air of extra confidence. When you look good, others appreciate you.

Ladies did you know that when you wake up in the morning, you subconsciously dress for other women and not yourself? Ask me how?

## (E) ACCESSORIES

Ladies, your given assets at any point in time are your shoes, hair, jewelry, bag and clothing. For men it is your shoes, watch, cufflinks, suit, belt and pen. You are being watched and opinionated at all times.

Business women should watch the size of their jewelry and keep it at a minimum. Your hair needs to be in shape and neat at all times, even though beauty is

in the eyes of the beholder, trust me, your hair can make or break you. Wear shoes that will not cause any commotion and ensure that the pair provides a balanced stride. Men should invest in a good quality pen, watch, shoe, belt and cufflinks for they are the ultimate signature. The use of a belt, scarf, or beaded jewelry for women will do a lot more to enhance your overall look. The right eyewear can also affect how well you are viewed. Try to experiment with different looks according to the shape of your face.

## (F) COSMETICS

Ladies believe it or not your image is incomplete without a little make-up. Do not wear your bedroom face out. Make up is worn according to your personality and style. Daytime make-up can be minimal while night time make-up is applied with a touch of shine and glitter to give that extra glow due to artificial lighting. Be comfortable in your looks always. Try to find someone to guide you on how to apply make-up if you are not sure.

## (G) FRAGRANCE

Choose a fragrance that identifies you. Avoid too much perfume and too little deodorant. Try not to overwhelm people with your over-powering smell even if it is nice and expensive. Moderate usage and consideration for others is vital. Deodorant is a must for efficient grooming for both men and women. Eau de Parfum will last for many hours. Eau de Toilette or cologne wears off much faster especially in the heat. Main fragrance smells are floral, oriental, citrus, woody, herbs and spices. Remember perfumes tend to smell differently on everyone. For best results apply perfume to pulse points wrists, back of knee, neck points and elbow joints. The oilier your skin the longer perfume will last on your body.

**PROFESSIONALISM:** The key to maintaining a good dress style is to be presentable, acceptable (in your looks) AND respectful. As you step out in style be bold, brave, bashful, have poise, polish and presence.

## E

