



How to Dress Conservatively

- When choosing suits or business casual apparel, choose wool or other natural fibers. Wool suits are best for durability and quality. For shirts, cotton or cotton blend shirts are best for look and comfort.
- Dark colors for suits and ties project a professional image.
- Navy blue, pinstripe (grey, black or navy blue) or black are conservative choices. Khaki shades of green or tan are acceptable. Use caution with brown; brown suits tend to elicit distrust but only for men. (color research cited by Sherry Maysonave)
- Black belts are the most formal, followed by brown. The more metal on a belt, the more casual it is. Woven leather belts are casual.
- Minimize on jewelry and accessories.
- Watch length of shirts under suits. They should project no more than ¼ inch.
- Hair styles should be uncomplicated.
- Pants legs should just break across the top of the shoe and be long enough so that when seated the top of your socks don't show.

Wrong Length:



Right Length:



Shirts

The most conservative choice is solid white. Other pastel colors are acceptable. Dark colored shirts are professionally acceptable but not recommended for interviews.

For men with dark complexions, a lighter color such as a white or pastel color is recommended.

The choice of men's shirt color can have image impacts. For example, according to the Lisa Herbert of Pantone (a color research firm), blue indicates stability and masculinity.

If the shirt is not a solid color, the best options are shirts with thin stripes. The thinner the stripe, the more conservative the image.

Wow!



Pair ties with professional shirts.



Common Mistakes

Pairing business attire with casual attire. Like a suit with a casual shirt or shoe like a loafer. Or wearing a dress shirt and tie with casual pants like jeans. Using a poor color combination will undermine your image.

Never!

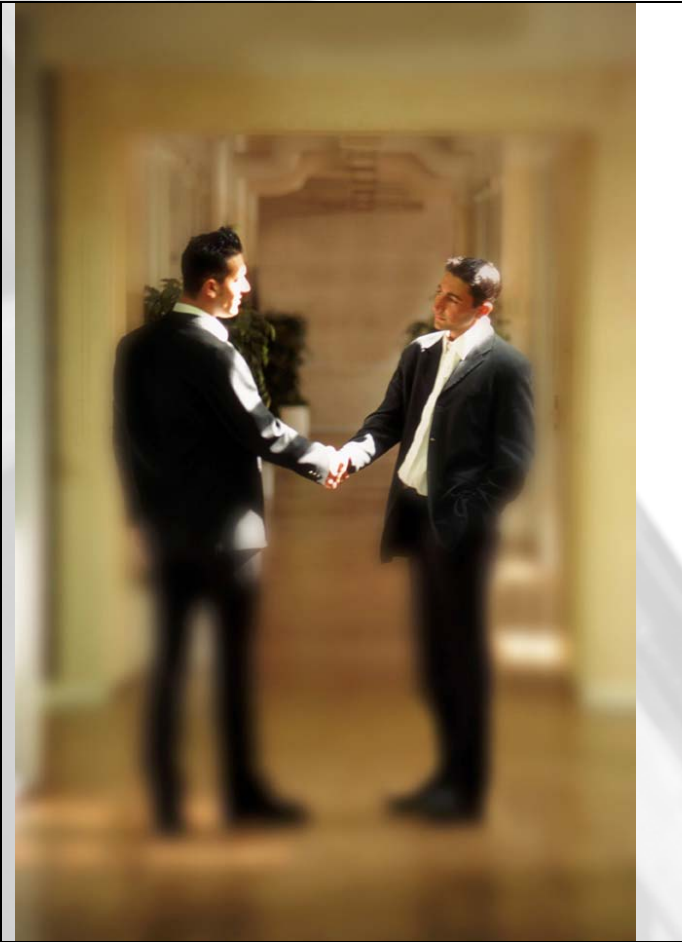
- ❖ Earrings
- ❖ Nose and eyebrow rings
- ❖ Tongue piercing
- ❖ Denim or chambray
- ❖ Sweatshirts
- ❖ Baggy clothes or sloppy appearance
- ❖ Unpolished shoes
- ❖ Flip-flops or sandals
- ❖ Headgear unless religious headwear.

Golf shirts or polo shirts are acceptable for casual business attire. Chinos and khakis are great casual business choices. Cover any tattoos as best possible. If you have facial hair, make sure it's trimmed.



For more information, contact an advisor at your university's career center or visit the website www.victoriapilate.com.

How to Dress for Success



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upcoming book *Svelte*