

IMAGE CONSULTING

Let's talk about this from a WORK PERSPECTIVE

***Why does the way you dress matter?**

-Attracts talent!!

Your people are looking for role models and as a leader you need to consider all the perceptions you create. Be a great role model.

"Style is very personal. It has nothing to do with fashion. Fashion is over quickly. Style is forever."

-Ralph Lauren

****Dress as well as you can afford!! Image is NOT everything,....but it's damn important! Image has a lot to do with how you are perceived by co-workers, clients (recruits), and supervisors.**

"Clothing may not make the person, but it sure helps them get noticed."

WHO ARE THE BEST DRESSED PEOPLE IN OUR COMPANY??.....

What makes them "The Best Dressed?!"

***Style (Might be tough to learn)....everyone has their own "style."**

But if we all agree that _____ is dressed impeccably, can we learn that?! I submit that you CAN!!.....MAGAZINES or the store you shop at!! (The mannequins @ high end stores) You don't have to SHOP THEIR. Just look at what's COOL, take a picture and try to find something similar at a cheaper store.

"Dress for the position that you WANT, not the position that you have."

"Dress how you want to be addressed."

SUITS:

A bad fit ruins good clothes....find a GREAT tailor. Go to a high end store. You don't have to buy from them, just have them tailor your suits and help you pick out shirts/ties.

***How to Find a GREAT Tailor and Make him/her your best friend (Handout)**

- >100% wool.
- >Khakis are not dress pants!
- >Keep pressed (Dry cleaned...always dry clean the pant and jacket @ the same time)
- >Keep pant and coat on separate hangers (Nice wood hangers with separate bar)....**HANG YOUR CLOTHES!!**
- >Never button all the buttons unless there is only one. For a two button suit, button just the top. For a three button suit you can button just the middle or the top two. Never button the bottom button on suits or vests.

****Double Breasted Jackets are back for good!**

- >Have the shirt and tie "pull out" colors in the suit

>Where to buy:

-INDOCHINO (slides)

- | | |
|--------------------------------|-----------------------------|
| -Men's Warehouse | -Lord & Taylor |
| -Paul Frederick's (online) | -Nordstrom's |
| -Macy's | -Fine local Men's stores |
| -Jos. A Bank (Vector discount) | -Off Saks or Nordstrom Rack |

>Mixing Different Patterns: Formula- One big pattern + one small pattern + one solid = success!!

- >Grey or black suits-Black shoes / Navy, earth tone, or light suits-oak, chili, or brown shoes.
- >The sleeve of the jacket should cover the entire wrist plus show ¼ inch of dress shirtsleeve.
- >The jacket length shouldn't exceed more than ¾ inch below your thumb, when your hands are at your side.

SHIRTS:

- 1) 100% cotton shirts (Various quality...\$39-\$300+++)
- 2) No button down **collars** please (spread, curve spread, tab, rounded, magic button, or straight)
- 3) Mix 'em up...Get some colors, patterns, stripes, graph-checks, etc...(Not all white)
- 4) The collar should fit comfortably (one finger test) around the neck and lay smooth all around so the jacket doesn't bubble up in the back
- 5) Don't iron your own shirts, have them laundered professionally! Light starch. (But know HOW to iron while traveling!)
- 6) Use **collar stays** where applicable and take them out before bringing to the dry cleaner (Brass or Stainless Steel are highly recommended but a great last minute alternative is a BIG paper clip)
- 7) Don't lift your shirt collar to put on a tie! (Always make sure the tie is covered!)
- 8) Watch for sales! (Off Season / Post Christmas)
- 9) No short sleeve dress shirts....EVER!!!!...I mean EVER!!!!!!
- 10) Prints are in. So is white. So are solid colors.
- 11) Custom shirts are the bomb once you can afford them (They last long and don't shrink)
- 12) Button all the buttons on the cuff (interior too)
- 13) French Cuffs (**links are fun**)

SHOES:

- 1) Keep them polished (Airports, hotels, etc...)
 - i. Learn how to polish shoes yourself. **Get a kit.**
- 2) All leather! (Soles too)
- 3) Match your shoes and belt (same color family)
- 5) All you need are two pairs of shoes (Black and Brown (Oak/Chili-Oxblood/Tan/etc...))
- 6) Wing tip vs. cap vs. monk strap, vs. double monk strap, vs. other...
- 7) If you're wearing a blue or earth tone suit, DON'T wear black shoes!

{Looks OK, just not BAM!!!!!!}

- 8) Spend the money for good shoes. You can wear them for years and then get them resoled, new heels, etc...and keep them for several more years! IF you take care of them, that is!....see #1, #9, & #10.

Good

-Johnston & Murphy
-Bostonian
-Kenneth Cole

Great

-Allen Edmonds
-Ferragamo
-Cole Haan
-Magnanni

- 9) Use **shoe trees**!!!! Immediately & Always!
10) Always use **shoe horns**!!!!....ALWAYS.

ACCESSORIES:

******You need to have your suit accessorized to make an impact, simply wearing a suit is not enough.**

- 1) Untie your tie when hanging it!
- 2) Get a nice belt that matches your shoes (same color family)
- 3) Have fun with your socks but make sure they have similar colors to the suit.
>Stance socks are cool.
- 4) **Pocket Squares**
>There is no steadfast rule for choosing a pocket square. It should simply complement your shirt and tie....DO NOT MATCH them!
It should echo a color in your shirt or tie.
>The pocket square is the finishing touch, not the focal point of the outfit.
>Show about an inch of the material.
>Style...perfectly imperfect/nonchalant
- 5) How far should your tie hang?....to your belt.
- 6) **One dimple in the tie...Do it until it's perfect!**
- 7) How to Tie a Tie (Check on line....videos)
- 8) Sunglasses (No rules....just not sport glasses with suits)

9) Jewelry

- * Tie bars are back in....In between the 3rd & 4th button of your shirt
(Not as wide as your tie but more than ½ of your tie width.)
- * Watches (Match the color & clothing style – Business/Casual/etc...)
- * Rings (Wedding; HOF; only one on each hand max)
- * Bracelets (same arm as watch)...just one!
- * Cufflinks

******Watch others that dress well. Learn from them! Find YOUR personal style!!!***

Magazines to help you with your "Image Consulting"

- >GQ
- >Details
- >Men's Fashion
- >In Style (Men's)
- >Vogue (Men's)
- >Esquire

"Swag is for boys, class is for men."

