Why you should dress well:

- **The Halo Effect:** The “halo effect,” also known as “curb appeal” is a psychological phenomenon in which an observer’s general impression of someone influences the feelings and thoughts of the observer regarding said person’s character.

  Example: “He looks really good at this interview and is dressed really well, so that makes me think he is smart.” OR “He looks sloppy and unkempt, which makes me think that he would be really bad at this job.”

- Clothing has more of an impact on first impressions than the person wearing them, and within the first THREE seconds of meeting someone, you’ve made your impression. Visual cues are up to FIVE TIMES more powerful than audio cues. With first impressions, if what you’re wearing is doing all the talking, make sure it’s saying what you want.

- Dressing the part makes you more likely to act the part- dress like a professional and you will be more likely to act like a professional.

How to look your best:

- To begin, here are some links that may prove helpful to your wardrobe and yourself:

  - How to iron dress pants: [http://tinyurl.com/iron-dress-pants](http://tinyurl.com/iron-dress-pants)
  - How to iron dress shirts: [http://tinyurl.com/iron-dress-shirt](http://tinyurl.com/iron-dress-shirt)
  - How to properly wear a suit: [http://tinyurl.com/correct-suit-fit](http://tinyurl.com/correct-suit-fit)

- **Be free of imperfections:** *No wrinkles.* Ensure you are well-groomed (hair and nails). Check your clothing for stains.

- **Wear well-fitted clothing:** This also serves to remove asymmetry from your look. Clothing that is too loose never looks good, and clothing that is too tight NEVER looks good. Go for close to the skin but not restrictive.

- **Be dressed up, not dressed down:** It’s much easier to correct being overdressed than underdressed, and you always want to dress for the position above yourself. Tip: If you’re wearing a full suit, you can always take off the coat or tie if you’re too overdressed.

- **Match:** Belts and shoes should always match in color and degrees of dressiness. Neckties should not clash with the pattern of a shirt or the color of a suit—go for classic, not dramatic, so that your tie does not draw attention away from you. As bowties are flashy in themselves, wear a toned-down pattern if you so choose to wear one.
Business vs. Business Casual Attire:

Business Attire

What is it?
The standard suit and tie for men still has a strong place in the professional world. Standard business attire is more polished and professional-looking than casual dress.

General Guidelines:
Wear a well-tailored solid or pinstriped navy blue or gray suit using good-quality material in a conservative and classic American cut. Your jacket sleeve must end at your wrist bone. Your shirt should be a blue or white in a solid or minimal pattern with long sleeves extending about 3/8ths of an inch beyond the jacket sleeve. You can add some flare with a hand-tied (no clip-ons), brightly colored, silk necktie in a subtle stripe or with a small, repeating pattern. Wear well-polished, lace-up leather shoes in black or dark brown with dark, calf-length socks. Your belt should match your shoes. Keep jewelry to a minimum.

Business Casual Attire

What is it?
Business casual is crisp, neat, and should look appropriate even for a meeting with a CEO. It should not look like a cocktail, club, or picnic attire. Avoid tight or baggy clothing; business casual is classic rather than trendy.

General Guidelines:
Slacks such as khakis are acceptable, as are pants made from cotton and summer weight wool. Jeans should be avoided. Long-sleeved shirts are considered dressier than short-sleeved and are appropriate even in summer. Choosing white or light blue solids, or conservative stripes, are your safest bet. Polo shirts (tucked in) are acceptable in more casual situations. Ties are generally not necessary for business casual. You can always wear the tie and discreetly remove yours if no one else is wearing one. Wear dark socks, mid-calf length so no skin is visible when you sit down. Leather shoes should be worn. Sandals, athletic shoes, or hiking boots are not appropriate.

How to build your wardrobe:

- **Interchangeability:** 2 suits X 4 dress shirts X 4 ties X 2 pairs of shoes = 64 combinations of outfits. The key to this is interchangeability. A core wardrobe of classic colored suits and dress shirts, as well as some classic tie patterns, will go much further than a trendy piece that matches few items.

- **Select classic colors, patterns, and styles:** Refer to interchangeability. Classic is always in style.

- **Avoid cheap, seek value:** Invest in quality that will last longer and looks better. In the end, it will save you money.

- **Know your repair shops and tailors:** Instead of buying a new pair of shoes, have them re-crafted or re-soled, and a tailor’s adjustments can turn lightly used clothing into something that looks brand new. Repairs and adjustments can be expensive, but they’re cheaper than buying new.

- **Maintenance:** Polish your shoes. Hem frayed cuffs. Stitch or patch little rips. Brush your jacket wearing. Maintenance will keep your wardrobe in good shape. The little things matter.

**Note:** If you do not know how to prep or maintain clothing and apparel, then ask a neighbor, friend, or look on the internet on how to better prep and maintain such items.

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