

10 SUMMER WEAR DOs and DON'Ts

10 CEMs (Career Enhancing Moves) - from Your Corporate Image Consultants

Five for the Guys

Tip 1. Iron it out

The more casual your clothing, the more important that it be clean and well pressed. Good quality golf shirts are a great option if the collars don't roll. Remember an iron isn't just for the fairway.

Tip 2. To tuck or not to tuck

Many short-sleeved shirts with a straight bottom are designed to be worn outside the trousers, but more than a few decision makers confide to us that they find this look sloppy.

Tip 3. Short time?

In almost all professional offices (except in Bermuda) shorts are a big CLM.(Career Limiting Move). If you are in a situation where shorts are appropriate, as one of our professional engineering CEO puts it, they should be 'Pebble Beach worthy'.

Tip 4. Car-go pants

Either they go or you go. Ordinary khakis are a better choice and then you won't be tempted to pack an entire weekend trip in your pockets. And have you ever tried to iron cargo pants?

Tip 5. Aloha, that shirt's loud

Loud Hawaiian or wide-striped shirts just aren't business class. You can't throw a sports jacket on over them for that unexpected meeting (well okay, you can but, as your image consultants, we're telling you, you shouldn't). Plain colors or smaller patterns are your best move.

Five for the Gals

Tip 1. Sandals/mules

Sandals are okay if your corporate culture is creative/less formal, but your feet will become a focal point so they should look like you're getting regular pedicures. Also they're noisy. (Seinfeld fans, remember the 'loud-talker'.) Mules/flipflops can make you a 'loud-walker'.

Tip 2. Revealing Victoria's Secret

With more whites and summer's sheerer fabrics, a black bra might not be a good choice (unless black happens to be your skin tone). Select undergarments that are smooth with a 'skin tone' shade so they don't show through.

10 SUMMER WEAR DOs and DON'Ts (continued)

Tip 3. Capris/culottes/leggings

Best worn for Casual Fridays. As a CEM, if you're in a more conservative office environment, team them with a coordinating jacket to maintain your authority. The same goes for leggings – always team them with a top that covers your derriere/tush.

Tip 4. Don't bare all the assets in your portfolio

It's all about your business credibility. Your face should be the center of communication. Do the dip test for cleavage, remember the creep factor for short/slit skirts and think twice about bare midriffs and shoulders.

Tip 5. Casual hair days

Don't neglect to maintain your hair. Wearing scrunchies or just pulling it back in a ponytail may be fine for the weekend; at work it will diminish your professionalism.

So follow the CEM tips to enjoy the summer without undermining the power of your image. And keep in mind one of our best Style for Success tips - **Dress for the job you want, not the job you have.**

**Wishing you a great summer and continued success,
Joanne Blake & Terry Pithers**

Note: If your organization wants to raise the bar in terms of dress and demeanor, bring us in. That's what we're here for. We'll present in a way that empowers and engages. See what our clients have said -

I want to thank you for the superlative presentation you delivered to our staff regarding the matter of personal branding. Your presentation was first class and our staff's response was that of overwhelming satisfaction. Thank you for assisting us with this delicate topic.

Donald G. Horner, President & CEO - Canadian Urban Limited

Your seminar helped us to raise the bar with respect to how employees are presenting themselves with clients and one another. In the days following your presentation there was lots of buzz with everyone analyzing what they were wearing according to the clothing levels you shared. The etiquette skills have assisted our team to be more confident when hosting visitors at our place of work. Thank you for presenting a potentially dry subject in such a fun and engaging manner.

Lorraine Moster, Director, Human Resources - Northlands

Style for Success – Etiquette & Image Consultants, Speakers & Trainers
Specializing in Business Image, Etiquette, Dining and Networking
for in-house training, conference and retreat presentations.
© www.styleforsuccess.com – Sign up for our newsletter and blog feed
2203 – 133 Ave. Edmonton, Ab. T5A 4Z9 780-472-0767

