

A gentleman's 'Dress For Success' checklist ...

- Before people hear you and get to know you, they see you first. Are you making a favourable first impression?
- Professional look is about attention to detail. Does your visual brand support or sabotage your talents? Your presence is never neutral
- Stand out from the crowd. Buy the best quality you can afford. Add polish to substance and be memorable

Sweat marks, body odour, bad breath, food stains, heavily oiled and spiky hair, unshaven look and dirty nails speak louder than your resume.

At least 1 cm of shirt cuff needs to show from the jacket sleeve. Same goes for the shirt collar that should be visible from the jacket at the back of the neck.

The bottom of your tie should just touch your belt buckle for the correct look.

Your trousers need to be long enough so that the hem just brushes the heel of your shoe.

Bad shoes and you don't stand a chance.



At a minimum your dress for success wardrobe should include: A well fitted shirt, good quality shirt, silk tie, leather organiser, good pen, gold or silver watch, long dark coloured socks (no bare skin when sitting) and leather shoes on fine sole.

A quality jacket will fit you well in the shoulders.

If you don't like ties, don't wear one. If you do, wear it right. Always tighten the knot.

The width of your tie and size of your knot should be in proportion to your body build.

Stay away from double-breasted jackets & pleated pants. They belong in the 80's.

A woman's 'Dress For Success' checklist ...

- Looking your professional best for interviews does not happen by itself. You need to plan for it, you need to budget for it and you need to shop for it
- If what you intend to wear has been in your wardrobe for more than 3 years, ask yourself: "Does it make me feel and look like a million dollars?"
- Research, research, research. What do the role models in the company and/or industry tend to wear? Dress not for now but for the position you want to have in 5 years

Women who wear make-up earn 23% more than those who don't according to research*. Lipstick is a bare essential.

Sweat marks, body odour, bad breath, crushed clothing and poor hygiene speak louder than your resume.

Always wear pantyhose even in summer.

Accessories are important in finishing off the look. Remember though anything that dangles, moves or distracts attention in any other way is not appropriate. Less is more.

You can tell a professional by her hands. Visit a manicure salon or do your own. The devil is in the detail.

Nothing dates you quicker than old glasses. If you wear spectacles, wipe them well before the interview.



At a minimum your dress for success wardrobe should include: A well-fitting skirt suit, an elegant top or smart shirt, pantyhose, leather bag, nice folder, quality pen, simple accessories & court shoes.

If your hair is not right, you won't look your best regardless how hard you try. Find the style that works for you. If you are young and fun, keep it neat. Over 40? Keep it short.

The more skin you show, the cheaper your look. Beware of plunging necklines, open-toes, bare shoulders and exposed midriffs. If your skirt length is two fingers above the knee, leave it for the night club.