

A group of four business professionals, two men and two women, are walking towards the camera and smiling. They are all dressed in professional business attire, including suits and blouses. The background is a plain, light color. The text 'How to Dress for Success' is overlaid on the image in a large, white, serif font.

How to Dress for *Success*

Today, we will show you:



- Interview preparation tips
- How to make a positive first impression
- What attire is interview-appropriate
- What to look for in the fit of a suit
- Important details to pay attention to

Preparing for an interview

**If you don't do your homework,
it doesn't matter how good you look.**

Preparing for an interview



Brush up on the company:

- Visit their website, and if possible, their physical location.
- Learn about recent company news and events.
- Research their financials.

Preparing for an interview



Learn about company history and corporate culture:

- How long have they been in business?
- What is their corporate mission statement?
- Who are their current employees?

Preparing for an interview



Prepare or update your resume:

- Include most current work history, social activities, organizations, areas of interest

Preparing for an interview



Make a list of questions that reflects your knowledge and interest:

- Can you describe the position in detail?
- Can you tell me about growth opportunities?
- How would you describe the leadership style in the company?

Making a positive first impression



- The value of making a positive first impression
 - Punctuality
 - Eye contact / handshake
 - Taking notes / prepared questions
- Appropriate attire shows you are serious about the interview process and understand the nature of your selected industry. Dress relative to the company's business profile.

Making a positive first impression



- In some industries, your attire will be judged more critically, especially where customer contact and image presented to the customer matters.
- Your attire should be noticed as appropriate and well-fitting, but you want the interviewer's main attention focused on you—not your outfit.
- It is better to be overdressed for an interview.

For interview suits, go classic



- Fashion trends may change the width of lapels, the cut of pants, and the colors of blouses.
- Basic professional attire does not change with the whims of fashion. For men, a good suit can last five years or longer, depending on its quality, how often you wear it, how well you care for it, and if it continues to fit you.

Classic suit coats and trousers for men



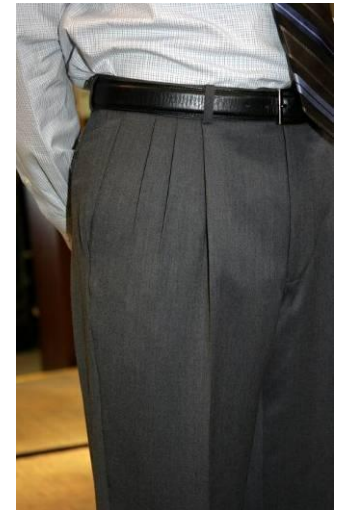
2-button, notch-lapel



Modern fit, earth-tone suit with
patterned shirt and tie



Flat front pants with
hemmed bottom



Pleated pants with cuffs
or hemmed bottom

Styling notes

- Worn with contrasting pants, a solid suit coat can double as a blazer.
- Flat-front pants and slim-fit coat give you a more contemporary look.

A few words about a tailored fit for men



- **Coat shoulders:** snug, but comfortable
- **Lapels:** flat against your chest
- **Coat length:** covers seat of your pants
- **Sleeves:** end at, or just below, your wrists, cuffs slightly exposed



- **Pants:** rest at the waist, comfortable around hips
- **Seat and thigh:** comfortable, not baggy
- **Pant bottom:** barely break atop your shoe

Furnishings for men



Solid white cotton shirt
and red silk tie



Blue stripe shirt and
patterned tie

Styling notes

- Know your neck size and sleeve length.
- Different shirts, ties, colors, and patterns keep your look fresh and interesting.

Put your best foot forward, and tie it all together



Black leather lace-up, bike-toe shoe and matching belt



Black leather slip-on and charcoal gray socks

Styling notes

- Black shoes are dressiest, but burgundy and brown are versatile alternatives.
- Match your belt to your shoe color to pull it all together.
- Ties and accessories can change up your entire look.
- Dress socks, pocket squares, and cuff links add sophistication.

Women's professional suits and pants



2-piece matching
pant suit



2-piece matching
skirt suit



Skirt hemmed to
the knee



Pants with little or no
break at the hem

Styling notes

- Think feminine, tailored, and simple.
- Remember: if you can move freely, you'll feel freer to express yourself.

If you are unsure about what is or isn't appropriate, scope out well-dressed women in your industry—on the job, at career fairs, at information sessions, etc.

Furnishings for women



Black dress pump and
matching portfolio



Collared white cotton
blouse



Patterned silk blouse with bow
tie neckline

Styling notes

- Wear closed-toe pumps with a heel no higher than 2.5 inches.
- Avoid plunging necklines.

Paying attention to details



- Don't wear your coat in the car on the way to the interview—hang it up.
- Shoes should be clean and polished.
- Shirts should be clean and well-pressed.
- Hair should be neat and interview-appropriate.
- Fingernails should be clean and trimmed.
- Remove or conceal piercings and tattoos.
- Keep jewelry and watches to a subtle minimum.
- Avoid strong perfumes or colognes.
- A breath mint prior to meeting the interviewer is helpful.
- Check yourself in the restroom mirror prior to the interview to make sure you look polished.
- After the interview, ask for a business card so you can send a “Thank You” letter.