

Fashion with Shane



Reference Sherry Maysonave and Empowerment Enterprises LLC

Dress Like You Own It!

The BIG question is "What to wear?" For many business people this is a surprisingly difficult question...

You typically want to show your own style, be an individual and stand out from the crowd.

But there's more to just grabbing the first thing you put your hands on in your wardrobe and throwing it on. You see - YOU - yes YOU - Ms and Mr Real Estate Guru are in the business of selling a dream, selling a lifestyle, selling your professionalism – and how you dress and your appearance contributes to this in a BIG way.

Mark Twain

Mark Twain said it best:
"Clothes make the man.
Naked people have little
or no influence in society."

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So girls, Paris Hilton, Rihanna, or Britney Spears may be fashion icons in street wear but you don't want to dress like them at the office. And guys if your dressing like Seal, Johnny Depp or Justin Beiber then get off the dance floor during the working week and get into looking professional.

The real key is knowing what is acceptable in your office and in your market place. Ask around the office and have a chat with your Principal - they're a good guide on what's appropriate attire.

So, here's a general rule: Understated elegance beats flash and trash five days a week. That means men shouldn't dress like aspiring rock stars, and women should shun the Paris Hilton look.

Opt for a more conservative fashionable look, not an outlandish one. In most cases it makes sense to choose simple, understated styles and colors — blues and greys or charcoals, for example. Black also could work, as long as you won't be mistaken for an undertaker or a Johnny Cash wannabe. To avoid that fate, soften up your look by wearing another color near your face or a crisp white shirt.

Dress it UP and Get Ahead

1. Attract, don't distract. Look business like, yet stylish (not boring like a corporate filing cabinet). Wear a fashionable suit or dressy tailored separates that appear as a well-coordinated outfit. A tailored jacket, one that fits you well and for the ladies a nicely fitted jacket with a dress for a more casual look works well.

2. Organise your wardrobe. Win the time war, organise your closet so that your business clothing is separated from your social apparel. Even colour blocking your clothes helps if you'd like to be even more organized.

3. Accessorise with great care. This isn't the time to go with wild nail polish, jangle-y jewellery, face & body jewellery, ankle bracelets, strong perfumes or colognes, brightly colored or printed purses or briefcases, scuffed briefcases, open-toed shoes, big chunky high heels or sandals. All of your accessories should be understated, inconspicuous and professional. This is true for the guys as well. Guys ditch the bracelets!

4. Cleanliness is next to Godliness. Clean, pressed clothes are important, of course, and avoiding linen and pure cotton shirts due to creasing. Have clean, polished shoes in good repair, clean, groomed hair and fingernails, well-brushed teeth, fresh breath and absolutely no body odour.

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For many business people this is a surprisingly difficult question... because you typically want to show your own style, be an individual and stand out from the crowd.

5. Stay up to date. For men, suits and tie patterns can look dated if they've been hanging in your closet for several years. The same goes for women's suits and dress-shirt patterns. Even worse, make sure your clothes fit well - not too big or too tight. To find out whether you're looking a little bit too 1996, ask a trusted friend to help you assess your working wardrobe.

6. Don't wear these items! Just say no to: Low-cut or see-through blouses, bootilicious pants or miniskirts, visible bra straps or thong (obviously!) open-toed, strappy sandals or excessively high stilettos or exaggerated high fashion shoes. short skirts; capri pants; leggings; leather jackets for men or women; or turtlenecks for men. Men should wear collared shirts and a tie if appropriate.

7. Your own common sense and good judgment should prevail. If you know for sure that wearing a tie on a particular interview wouldn't be the right thing to do, then don't do it. Same for a formal business suit. But don't stubbornly think that this is the time to make a flashy fashion statement. Instead, this is the time to make sure your appearance doesn't detract in any way from all the good information you have to share about you and your company.

8. Set aside enough time for a scan in the mirror. Before you go into an appointment, slip into the restroom and look in the mirror. Is your tie flipped around? Do you have any food in your teeth? Is your hair standing straight up? If not, you're good to go!

9. Body art and the pursuit of happiness. If you look like David Beckham or Pink and you make as much money as them - and you have a hot bod then flaunt it baby. Other wise cover up.

10. Put Your Best Foot Forward. Shoes tell your secrets; they are the strongest indicators of your socioeconomic status. For business wear, shoe styles must be closed-toe and they must be in mint condition. Nicked heels, scruffy toes, or unpolished footwear scream "failure".

11. Look Successful. A successful image attracts greater success. And success leaves clues in your physical image. Buy the best quality garments and accessories that you can afford. Have goals to get ahead and work them by dressing for success.

12. Turn offs - Smelly breath - If you smoke (you're a fool) make sure that you have breath freshener and mints in your car and a light spray to spray over yourself to get rid of the smoke on your clothes. Make sure the ashtray in your car is always clean and the car smells nice and fresh. Ideally don't smoke in your car.

13. Have perfect timing. Wear a metal watch; it adds enduring strength and power to any business image - male and female.



14. Exude Confidence. Stand tall, with your shoulders back. To be perceived as confident, women must wear tastefully applied makeup. In our society, well-applied makeup conveys high self-esteem and confidence. It says that you pay attention to details. Women who consistently wear tastefully applied makeup earn 20 to 30% higher incomes. For both men and women, be sure to finish your face with a smile. And men moisturise your face every night before bed. You'll be amassed how much better you look

15. Get A-head. A stylish haircut is essential to a professional image. If you have dandruff - get it treated. If you dye your hair make sure it looks natural. And if you're bald, a little polish is always good.

16. Last but not least. Make sure that you don't have left over hair on your shoulders, food on your shirt or jacket - give yourself a little dust either side before walking into an appointment.

17. Breathe powerfully. Accumulated stress shows in your body via your breathing. The more stressed you are, the more you tend to breathe shallowly. Take several time outs each day to do power breathing exercises. Let your mind go, and breathe in and out - from your lower abdomen - for three full minutes at a time. Then watch your energy be revitalized. Your skin and eyes will look refreshed. And your posture will return to a power position.

It pays. Take control. Go that extra image mile. De-stress and power up your nonverbal communication today. Maintain your image consistently and watch your ability to command respect and your income potential soar.

In the end, we all tend to associate well-dressed individuals with intelligence and achievement. And most people like to be associated with winners. Well-dressed and well-groomed people are always granted more opportunities for success.

Business is a game, somewhere between war and sport. Both war and sport require strategies to win. Just as the best sports equipment can give an athlete the competitive edge, a crisp businesslike image can work to help you become more successful and attract more clients.

There are many things in life that we have no control over. One thing you can take charge of is your image; you actually have a monopoly on it. ■