



# August Newsletter

## **First Impressions ALWAYS Count. 'The Secrets to Dressing to Impress for Work and Business Engagements'**

**What ever the business environment you are in it is important that your dress reflects this.**

### **What Do Your Clothes Say?**

Is it true that clothes make the man or woman? Do people form an opinion about us based on the way we dress? Yes but it is important that you keep your sense of individuality in the workplace. If love bright colours but want to keep in conservative use a scarf

### **Business Image is Important**

In business, image is crucial to success, even more so if you are as a small-business owner, everything from the way you greet clients to your style of dress reflects directly on your company. If this seems unfair, consider for a moment how closely people identify themselves with life's smallest details. Think about the car we drive? Even the paper we use for correspondence.

### **Appearance is essential**

Watch your appearance. Although it is a sad fact, it is true that humans always judge others by their appearance. That in turn forms their first impression of you and they judge you from that. Because of this it is vital to appear neatly and professionally dress. The way you look will influence peoples impressions of you very strongly; so make sure you leave a good one

### **Why Appearance Matters**

Maybe it's unjust to judge a book by it's cover, but we all do it. It's human nature. While the person in jeans may be as competent and as intelligent as the one wearing the formal suit, or more so, we do assess these attributes based on appearance. That's not to say you can forget about preparing for a presentation, wear a nice suit, and you will wow them. All the ingredients -- knowledge, preparation, and appearance -- are necessary to make a good impression.



### **Special points of interest:**

- ◆ *The right undergarments for your clothes*
- ◆ *Why your appearance is important*
- ◆ *Good shoes are also important*
- ◆ *Tips on buying a suit*

## How do I look?

### Take a Moment to Assess Yourself and Analyze Your Image

Take a minute to assess yourself. Do you dress according to the standards of your industry? Are your clothes professional? Is your hair neat? Are your shoes polished and well maintained?

### DON'T show too much

Want to be taken seriously by both sexes? Avoid skirts with deep slits, short hemlines, and blouses that show cleavage they can be sexually suggestive and distracting. Go with skirts that fall at the knee or below, along with a stylish but conservative blouse.

### DO accessorise

One of the best ways to show off your signature style is through accessories. Scarves and belts are wonderful along with tasteful jewellery, pearls, small earrings- things like that often set off and complete the outfit. Leave the bling for the evening out

## New Designers

I attended the launch of the Enterprise Building at Bernie Grant Arts Centre, Tottenham, London on 3rd August. The centre is inspired by the vision and dedication of the late Bernie Grant MP. It houses 19 business units for young entrepreneurs ranging that have been trading for less than 18 months, from fashion designers including a Kilt Maker, to jewellery de-



signer to a famous Choreographer who appeared in a recent Madonna music video. Tim Campbell was one of the invited guests who gave a short speech. I was blown away by the skills of the young entrepreneurs, especially Sa-

### DO use proper undergarments.

Clingy jersey dresses, pencil skirts and light coloured trousers are some of the danger zones for panty crimes. Smooth shapers zap the lines that materialize under revealing knits and pencil skirts, opt for a body shaper or spanx.

It's a myth that white panties disappear under white pants, only nudes will do.

A camisole or slip will help your garments drape well, reduce static and cling, and also cancel transparency. Always check your rear view before leaving for work, and switch to different undies if there's any hint of a panty line

### Dressing Your Professional Best

It is important to buy a good fitting suit in a good quality fabric, you may pay a bit more but it will be worth it. A dress with a matching jacket or trousers/skirt with a matching jacket is ideal

### DO attend to your feet.

Shoes should be clean and in good condition. Scuffed worn and unpolished shoes look awful. It is important that you make sure your heels are not damaged. Re-heel and add a touch of polish, and what a difference it will make.

Most industries flip-flops and strappy sandals are no-no's, you can always wear them to work and carry your shoes in your bag BUT don't forget to change into your shoes.

Conservative open-toe sandals are permissible, depending on the environment and dress code. Please, please don't forget to have a pedicure before wearing sandals and open toe shoes!

Young fashion designers lay the foundations for the future hot fashions

sha Boyo who is a contemporary jewellery designer with an exquisite collection and Treble Clef Design, bespoke master kilt maker who specialises in hand made concept including a sophisticated bustle skirt for women and highland wear accessories.

**Clothes 4 Real  
Women**

Fax: 0871825367

E-mail:

[info@clothes4realwomen](mailto:info@clothes4realwomen)



*Clothes 4 REAL Women offers a personal styling service to women. It was founded to provide advice and support to women, help them discover their own individual style, boost their self confidence and self esteem*

***If your clothes don't  
look good, it doesn't  
matter how***