

The A to Z of Dressing for Impact – T- Z

Two Patterns: When pulling together a formal business look, stick to a maximum of two patterns out of three for the suit, the shirt/top and the tie/scarf. Use colour for contrast and to add intrigue.

Underwear: Underwear should never show a bulge or line in clothing. Ensure that you are fitted professionally for a bra, and avoid a visible panty line at all times. Remember 'a house is only as good as its foundations'.

Vents: The vents on a gents jacket are largely a matter of jacket style and personal preference, but fit is important. If you tend to carry extra weight in the rear, double side vents are often the most flattering, but ensure that the jacket does not fit too high on the hipline, as it will draw attention to this area.

Well-Dressed: "If a woman is well dressed you notice the woman but if a woman is badly dressed you notice the clothes" Coco Chanel. Dressing for success is not about being dressed in the most expensive clothes, it is about being well dressed to portray a look that is balanced and appropriate.

Expect Alterations: It is rare to find clothing that is made to fit your precise proportions. Do not be afraid to invest in a good tailor to provide alterations that will give you that made-to-measure look of quality

Yardstick: Potential clients use representatives of your organisation as a yardstick for the service that they perceive they will get from you. Make the image of all your staff work for you to entice people to want to explore your organisation further.

Zoom in: The eye will automatically zoom in on any inconsistencies in your image, whether it is a hanging thread, or an item of clothing that is particularly loud or inappropriate. Attention to detail is essential in putting your image together.