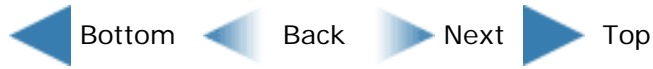




Manage Your Image: Dress to Impress, not Insult



[Special Features](#)

[Reply to this release](#)

[Send this link to a friend](#)

[Profile of this group](#)

Sandy Dumont -- The Image Architect

<http://www.theimagearchitect.com>



: **Manage Your Image: Dress to Impress, not Insult**

Norfolk, VA 23507

November 29 2005



Sandy Dumont, The Image Architect

By Sandy Dumont

Want to impress people? You don't have to stick your diploma or success stories under their nose. In fact, you don't have to utter a single word. Your most important message is picked up in two seconds: your image. Show people that you honor and respect them by dressing to impress.

If you were calling on an important client, interviewing for a new job, or perhaps meeting your fiancée's parents for the first time, would you pay attention to your appearance? Would you "dress to impress?" Most likely. This is the type of attitude you and your employs should strive for week in and week out. It translates into an image that projects "instant credibility," a polished, professional and worldly look. And it brands you as a serious professional.

When dressing to impress, your image says to the other person, "I honor you." It also provides them with an ego boost knowing that you want to please them. And who doesn't like an ego boost? On the other hand, presenting a less than polished appearance is tantamount to hurling an insult at the other person, because your appearance shouts, "You don't matter much to me – I don't have to impress you."

It's doubtful that someone would purposely dress to insult the other person, but it happens unwittingly all the time.

Recently, an executive with a local bank told me that if management took away the casual dress policy, employees would be upset about making the effort to dress up. They liked being comfortable, she noted. Ultimately, I question the idea that the employees' preferences rate more consideration than those of the customer. In a sense, the message being sent is, "My comfort is more important to me than impressing you with a professional look." Impressing customers in today's competitive market may mean the difference between getting by or becoming number one.

Impressive people are memorable. Following are some tips to make sure your winning attitude is revealed in your appearance:

- Dated clothing or hairstyles cause others to assume your products or services are dated too.
- Make certain you have good grooming from head to toe.
- Keep shoes simple, unobtrusive and polished. Scuffmarks and dingy-looking shoes take the attention from you.

- Men:
 - Suits should fit properly and look pressed.
 - Your tie must dominate your shirt and suit. Do not match your tie with your shirt. This is a "headed for Vegas" style. Look classy instead, by choosing ties in rich, bold colors with small, discreet patterns; avoid large patterns or designs.
 - Khakis and chinos say "collegiate" and make you look frumpy and dumpy. Wear lightweight wool gabardine, or cotton that resembles it. Belts must be worn at the natural waistline.
 - Cotton broadcloth or oxford shirts look more crisp and professional than jersey or knit shirts, which come across as relaxed and casual – even limp. Business shirts should fit properly at the neck; not too loose, not too tight

- Women:
 - Wear Jackets and Professional Makeup
 - Studies prove that with professional makeup you will be relegated to a higher salary range and judged to be more professional.
 - Accessories give you a finished look, but avoid those that look too flashy as well as those that "wear you." For example, jangling earrings distract more than compliment.
 - Jackets give you the most professional look.

Sandy Dumont, The Image Architect, is a personal and corporate image consultant in Norfolk. She is the author of seven books, including the e-books "Power Dressing for Men" and "Image Pays" (for women). She can be reached at 627-6669 or sandy@TheImageArchitect.com.

Sandy Dumont (sandy@theimagearchitect.com)
Executive Director
Impression Strategies Institute
921 Botetourt Gardens
Norfolk, VA 23507
Phone : 757/627-6669
Fax : 757/627-4044

[Impression Strategies Institute](#)



[Contact Sandy Dumont](#)

[Ask a question with InterviewNetSM](#)

Other experts on these topics:

1. [Image](#) (50 additional experts)
2. [Professional Speaker](#) (26 additional experts)
3. [Presentation Skills](#) (23 additional experts)
4. [Image Consultant](#) (6 additional experts)
5. [Image Coach](#) (2 additional experts)
6. [Business Dress Expert](#) (1 additional expert)
7. [Color Consultant](#) (1 additional expert)
8. [Color Psychology Consultant](#) (1 additional expert)
9. [Crisis Management Image Coach](#) (1 additional expert)
10. [Dress for Success Expert](#) (1 additional expert)
11. [Image Psychology](#) (1 additional expert)
12. [Impression Management](#) (1 additional expert)
13. [N.S.A. Speaker](#) (1 additional expert)
14. [Presentation Skills Coach](#) (1 additional expert)
15. [Wardrobe Consultant](#) (1 additional expert)

Click to find more Experts on these topics

[Terms and Conditions](#) / [Privacy Policy](#) / [Contact us](#) /
[Get Information](#)

Copyright© 2005 BIS Inc. All rights reserved.

Broadcast Interview Source, Inc. 2233 Wisconsin Ave., N.W. Washington, D.C.
20007 Phone: (202) 333-5000