

# “Developing Style”



Dynamic Impressions Image Consulting

Sheila's Fashion Sense  
<http://www.mensfashion101.com>

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## Developing Style

### Dressing Tips for Men

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## 5 Dressing Mistakes You Can't Afford To Make

### Mistake#1

#### Looking Great One Day But Not the Next

Never underestimate the power of instant impressions. It might not seem fair but when you meet people you are judged instantly. Those judgments are based on how you are groomed and how you are dressed. Simply from how you look, judgments are made regarding your intelligence, status, credibility and the type of person you are.

You don't have to be interested in fashion to look great and make good impressions, but you will however, have to pay attention to the messages you want to send and the messages your wardrobe and appearance are actually sending. That means learning how to dress to suit your lifestyle, your goals, your personality and the details that can make or break a look.

Investing some time in your appearance is very important to looking great every day. Knowing how to dress well, how to shop for the best colors and styles for you will help you dress well every day. Being inconsistent in your dressing – great one day and bad the next will send mixed messages. In a work environment you will give the impression that you don't know what you're doing.



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## Mistake #2

### Dressing Too Casually For Work

Dressing too casually for work is a big mistake. If you dress too casually you are sending the message that you don't know how to dress or you don't care. Your appearance is always telling others something about you.

Take into consideration your place of business. While jeans, sweatshirts, t-shirts, plaid shirts, deck shoes, athletic footwear, etc. are not appropriate for a business casual or office environment they do have their place in certain workplace settings. A man working in the warehouse of a building supplies store would be dressed appropriately wearing work boots and jeans. A physical education teacher would wear track pants and sweat shirt (at least while in the gym).

Consider your work environment and dress as well as or better than the top men in your company if you want to be promoted.



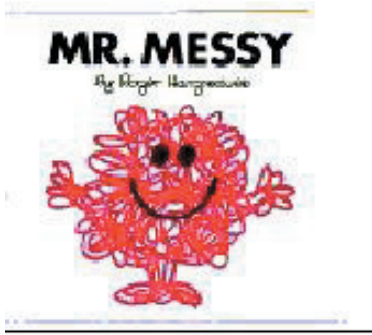
### Mistake #3

#### Wearing the Wrong Colors

Of all the aspects of creating a stunning image, color and how you use it, will have the greatest effect on how you look. Color has a psychological effect; it affects how you feel and is the first thing others see when they look at you. When you discover which colors look best on you and wear them consistently you will notice that you feel and look much better.

The right colors will make your skin look clear and healthy and lines, wrinkles, dark circles and blemishes will be less apparent. Your eyes will look clearer and brighter and your lips and cheeks will have more color.

The wrong colors will make your skin look gray, blemishes, dark circles will stand out and wrinkles look deeper and will give you a dull look.



#### Mistake #4

#### Not Knowing or Caring Enough About How to Dress

If you are being judged on how you look, what does a messy, sloppy appearance say about you? For most people sloppy is equated with a lack of ability or skill. They think,

“ If this person can’t or won’t take care of himself, how will he take care of a job? If you are looking for a job or promotion a messy, untidy appearance will work against you.

Dressing well does not mean that you have to wear clothes that itch, bind or are otherwise uncomfortable. Get rid of the idea that sloppy and comfort are synonymous. Clothes that don’t fit properly, are mismatched, unironed, or stretched create a sloppy appearance. Making any of these mistakes sends a loud message about your competence.

You can look great and also be comfortable. Before you buy an item of clothing, walk, sit, and bend in it. Pay attention to how it feels. If it binds, itches or is in any way uncomfortable, either try a larger size, a different style or fabric.



## Mistake #5

### Not Following Dress Codes

All companies do not have the same dress codes. It is the employees' responsibility to find out what the dress code is and follow it. When you are at work you are representing your company. To the customer, you are the company and knowing the company's dress code and adhering to it will make you a better employee and will certainly help your chances in gaining a good appraisal.

When the dress code is business casual, stick closer to business than casual. Some items that are never appropriate for business casual are:



## How To Look Promotable

### Dress Like a Leader

A leader dresses well and appropriately every day. Even if the dress code in your company is such that you could get away with wearing anything you want, being promotable means you dress follow proper dress code rules and don't fall into the messy trap.

To look promotable make it a point to be on top of the dressing game whether you are dressing for business, business casual or casual. Knowing how to look great doesn't mean that you will have to keep up with the latest fashions or spend a lot of money on clothes. It means developing a look that takes into consideration, your lifestyle, your style and your build. It also means being well groomed.

To look promotable you must not only dress like a leader but also be a good leader. A good leader has elegance, class, charm, good social skills and gets along well with others.

To be promotable you must stand out from the rest, not only in how you dress but how you perform. Wearing clothing viewed as appropriate for your workplace will certainly get you noticed as a competent and knowledgeable and then it will be up to you to prove it.



## The Importance of Details

### 10 Details Not To Be Overlooked:

- Polish and Keep Shoes in Good Repair
- Steam Your Jackets and Pants Instead of Pressing
- Hang Your Clothes Properly
- Wear appropriate Jewelry
- Dress Well When You Are Travelling
- Wear a Flattering Hairstyle
- Stay Clean Shaven
- Wear clothes That Fit Well
- Pay Attention To Scent – Not Too Much
- Don't Carry Too Much In Your Pockets

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