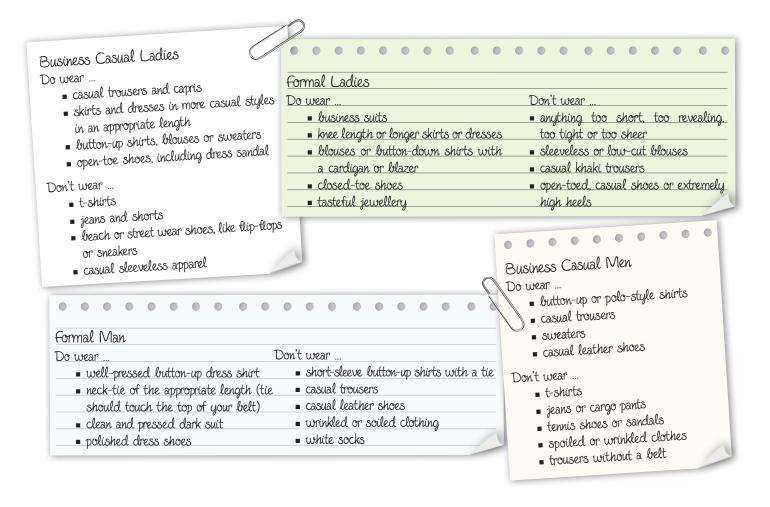
Dress code: do's and don'ts

In a world where first impressions and appearance are everything, adhering to a professional business dress code has never been more important in a workplace. Dressing for success isn't just looking nice and trendy to colleagues, but it is also a way to influence how customers will perceive your business qualities. In fact, presenting a polished, professional image at work, gives coworkers and clients a lasting first impression and instantly boosts professional credibility and the image of the company you work for. Most customers are persuaded and make decisions to do business with a company thanks to their personal interactions with its employees.



Nowadays, a lot of companies ask their staff to conform to a business, attire policy, both formal and casual, which is sometimes even stated in the contract they sign when they are employed or written on the company website. This means employees are expected to dress appropriately and demonstrate good judgment and professional taste in a work environment, otherwise their inappropriate business attire will be dealt with by a personal reprimand.





Look for the meaning of the expression "Free Friday" online and explain it to the class.