

# 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 co-workers 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.



## Business Casual Ladies

### Do wear...

- casual trousers and capris
- skirts and dresses in more casual styles in an appropriate length
- button-up shirts, blouses or sweaters
- open-toe shoes, including dress sandal

### Don't wear...

- t-shirts
- jeans and shorts
- beach or street wear shoes, like flip-flops or sneakers
- casual sleeveless apparel

## Business Casual Men

### Do wear...

- button-up or polo-style shirts
- casual trousers
- sweaters
- casual leather shoes

### Don't wear...

- t-shirts
- jeans or cargo pants
- tennis shoes or sandals
- spoiled or wrinkled clothes
- trousers without a belt

### Formal Ladies

#### Do wear...

- business suits
- knee length or longer skirts or dresses
- blouses or button-down shirts with a cardigan or blazer
- closed-toe shoes
- tasteful jewellery

#### Don't wear...

- anything too short, too revealing, too tight or too sheer
- sleeveless or low-cut blouses
- casual khaki trousers
- open-toed, casual shoes or extremely high heels

### Formal Man

#### Do wear...

- well-pressed button-up dress shirt
- neck-tie of the appropriate length (tie should touch the top of your belt)
- clean and pressed dark suit
- polished dress shoes

#### Don't wear...

- short-sleeve button-up shirts with a tie
- casual trousers
- casual leather shoes
- wrinkled or soiled clothing
- white socks



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