

How to Dress for Success

Branding yourself



MEN'S WEARHOUSE®

Today, we will show you:



- Interview preparation tips
- How to make a positive first impression
- What attire is interview appropriate
- What to look for in the fit of a suit
- Important details that need your attention
- What Men's Wearhouse can do for you

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Your Personal Business Mission Statement



What do you like to do and how do you like to do it?

What type of work interests you?

- Working regularly with many different people
- Working on a small familiar team

What kind of environment encourages you?

- Fast Paced-constantly changing
- Methodical-detailed long term projects

What type of Guidance do you prefer?

- Minimal-Self starter: give me project and let me go- example: term paper
- Coaching: direction at every step- example: in-class lab

Is this company and opportunity a match?

Research the Company

Learn about company history and corporate culture:

- Visit their website, and if possible, their physical location.
- Learn about recent company news and events.
- How long have they been in business?
- What is their **corporate mission statement**?
- Does your Personal Business Mission Statement overlap?
- Is this a career match for you? Are you a match for them?
- What is their leadership style?

Make a list of questions that you want answered at the interview:

- Can you describe the position in detail?
- What are the challenges I will face in this position?
- Can you tell me about growth opportunities?
- What do you enjoy about working for this company?



A few words about your resume...

Writing your First Resume



The goal of the resume is to get a hiring manager to contact you:

The **OBJECTIVE** must demonstrate that your skills are a match for the position.

Your work history shows your background: Be sure to demonstrate your experience in these 3 basic skills:

- **Teamwork:** Highlight participation in Sports, Band, Student Associations
- **Leadership:** Highlight your achievements and awards.
- **Customer Service Skills:** Highlight any Volunteer work, bookstore etc.

- Include Scholastic scores
- Limit to One page
- Be Truthful
- Update Regularly

Branding Yourself through Social Media



More companies are using Social Media to research candidates.

- Do you present yourself as a well rounded, responsible person?
- Are you a fit for their company culture?

When you post on any social media site, be sure it is working to your advantage:

- Showcase your Brand – post your interests and involvement: What are you known for? What do you contribute?
- Network – It's not always what you know. More doors are opened by who you know and who knows you.
- Your Photo should be a head and shoulders shot with a simple background. Full eye contact and a smile will communicate confidence.
- **Keep your private life secure with privacy settings**

Making a positive first impression



- A well tailored outfit shows that you are serious and detail oriented.
- Show up 15 minutes prior to your scheduled time.
- Turn off your cell phone prior to entering the interview location.
- Be gracious to everyone, from the security guard to the CEO.
- Make good eye contact.
- Offer a firm handshake, but don't crush their hand.
- If multiple interviewers are present, spread your attention evenly.
- Bring a notepad, pen, resume, and the prepared list of questions from earlier.
- Be enthusiastic and prepared to explain how your skills are a match for the company and position.

So what should I wear?



- **Dark 2 button suit in solid color or traditional stripe.**
- **Solid color dress shirt.**
- **Conservative business tie.**



- **Medium color 2 button suit in solid color or traditional stripe.**
- **Solid color dress shirt.**
- **Conservative business tie.**

Accessories complete the look



Solid white cotton shirt
and red geometric tie



Blue check shirt and solid
blue tie



Brown leather lace-up, wing tip
shoe and matching belt

Styling notes

- Different shirts, ties, colors, and patterns keep your look fresh and interesting.
- Black shoes are dressiest, but burgundy and brown are versatile alternatives.
- Match your belt to your shoe color to pull it all together.
- Ties and accessories can change up your entire look.
- Dress socks, pocket squares, and cuff links add sophistication.

Women's professional suits and pants



2-piece matching
pant suit



2-piece matching
skirt suit



Skirt hemmed to
the knee



Pants with little or no
break at the hem

Styling notes

- Think feminine, tailored, and simple.
- Remember: if you can move freely, you'll feel freer to express yourself.

If you are unsure about what is or isn't appropriate, scope out well-dressed women in your industry—on the job, at career fairs, at information sessions, etc.

Accessories for women



Black dress pump and matching portfolio



Collared grey cotton blouse



Striped shirt with scarf

Styling notes

- Wear closed-toe pumps with a heel no higher than 2.5 inches.
- Avoid plunging necklines.

Style Tips: Nails



DO: Ensure nails are clean and well polished



DO NOT: Go overboard with multiple colors and embellishments

DO NOT: Arrive with peeling or chipped nails



Style Tips: Makeup

If you wear makeup:



The natural look is always best



Avoid dark or bright colors

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A few words about a properly tailored fit



- **Coat shoulders:** snug, but comfortable
- **Lapels:** flat against your chest
- **Coat length:** covers seat of your pants (Men), Coat length at hips (Women)
- **Sleeves:** end at, or just below, your wrists, cuffs slightly exposed

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A few words about a properly tailored fit



Men & Women's Pants

- **Pants:** rest at the waist, comfortable around hips
- **Seat and thigh:** Comfortable, not baggy
- **Pant bottom:** barely break atop your shoe

Skirts

- Snug at the waist
- Form fitting but comfortable
- Hemmed at the knee

TEST: What's right & wrong with this picture?



MODEL # 1



MODEL # 2



MODEL # 3

What is a “Business Casual” Interview?

When interviewing for an entry level position, a business suit may not be appropriate – Your choice of clothing is still important!



- Interviewers are looking for a neat and clean look
- Avoid jeans, shorts, sneakers, flip flops, t-shirts, sweatshirts and miniskirts



Men: Dress pants in a medium to dark color, button up shirt, and dress/casual shoes.

Be sure to tuck in your shirt and wear a belt that matches the color of your shoes

Women: tailored dress pants or conservative skirt with a professional looking blouse.

Paying attention to details



- Don't wear your coat in the car on the way to the interview—hang it up.
- Shoes should be clean and polished.
- Shirts should be clean and well-pressed.
- Hair should be neat, clean and in a business-like style and color. Men: Clean shaven or neatly trimmed facial hair.
- Fingernails should be clean and trimmed. Ladies: Clear polish or French Manicure. Avoid “Nail Art”. Wear daytime makeup.
- Remove or conceal piercings and tattoos.
- Keep jewelry and watches to a subtle minimum.
- Avoid strong perfumes or colognes.
- A breath mint prior to meeting the interviewer is helpful.
- Check yourself in the restroom mirror prior to the interview to make sure you look polished.
- After the interview, establish the next step and ask for a business card so you can send a “Thank You” letter.

What Men's Wearhouse can do for you



- Prom Rep program
- Expert wardrobe consultation
- Selection of both professional and casual attire
- Discount on tux rentals
- 40% off regular price items*

*some restrictions apply

Not only can we provide the clothes, we can provide you with your first stepping stones into the business world.

Start your career path with us where you can learn customer service, sales, marketing, and inventory control.

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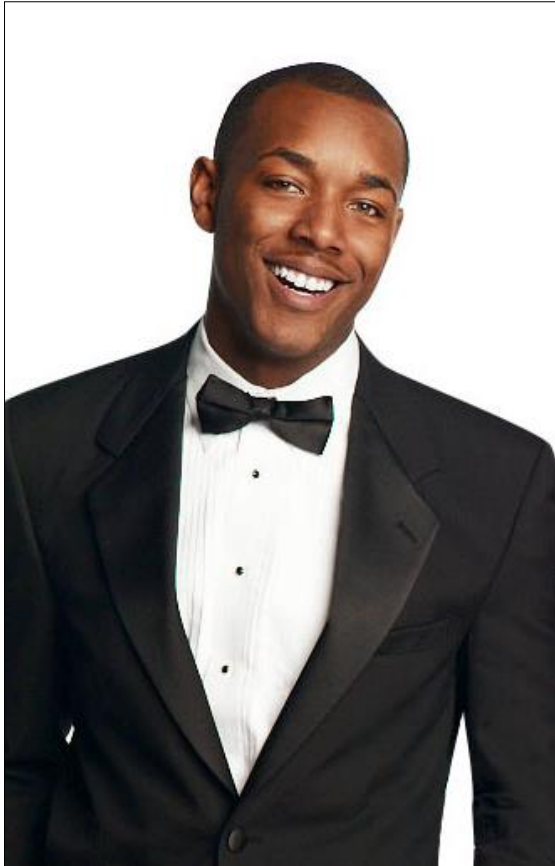
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