

## The Power of Colour

- Personal colour analysis is a valuable tool in ascertaining which colours most enhance your natural colouring. Wearing colours that most suit you will have you being seen as younger, more alert and healthy looking.
- Dark cool colours (navy, black and charcoal), are seen as authoritarian and credible. However, black suits are not recommended for many professional environments, as they are too severe and unfriendly.
- Contrast is a vital factor in impression management. When the onlooker's brain picks up contrast (colour difference) it literally wakes up, this results in the person being remembered, listened to and taken notice of. When low contrast is worn, it often results in the wearer becoming almost invisible.
  - **High Contrast** (bright, dark combinations). Power dressing, often results in others feeling inferior.
  - **Medium Contrast** (light dark combinations), the most people friendly and professionally effective
  - **Low Contrast** (little or no colour difference between garments). This combination is seen as elegant and even at times fashionable, but in business or whenever 'presence' is required it renders the wearer ineffectual.



## What does the way you dress say about you?

- Unco-ordinated outfits or clashing colours make you appear disorganised and unprofessional.
- Ill-fitting clothes appear unprofessional, display poor taste, show that you are not aware of your physical liabilities and distract attention away from your message.
- Poor grooming (bad breath, body odour, dirty fingernails, poorly applied make-up) you will make you appear sloppy, careless and someone not capable of paying attention to detail.
- By wearing very casual clothes to work e.g., jeans, you risk appearing as though you do not take your job seriously.
- By wearing provocative clothing you will display a serious lack of self- control and judgement and will be in danger of being accused of using sexual dress to get ahead.
- If you wear clothing completely out of sync with the industry dress codes and protocols, you will be assessed as someone who will never be trusted to play by the rules.
- Too much make-up displays a lack of judgement and self-awareness.
- Oversized or expensive jewellery looks unprofessional and can be a distraction to others.
- Carrying overstuffed handbags will make you appear disorganised.
- Conservative suits worn in a creative field may make you appear ridged and unimaginative.
- Very trendy clothing worn in a conservative profession, you will give others the impression that you care more about yourself than your work.
- Frills, ruffles or any clothing with an adolescent quality will make you appear immature and not ready for any responsible project or position.

# Image Breakers..

## Women

- Strong overpowering perfume
- Untidy hairstyles and weird colours
- Changing your hairstyle constantly
- Nail polish that is too bright
- Tinted glasses indoors
- Carrying handbags and briefcases together (it's too cumbersome)
- Flat or open toe shoes
- Colours that clash
- Anything sleeveless, fluffy, revealing or clingy
- Skirts or pants that show off any underwear
- Dirty or scuffed shoes
- Rubber bands in the hair
- Contact lenses that are too bright for you
- Clothes that are see-through or gape
- No make-up
- Too much or out-dated make-up
- Inadequate underwear
- Too much jewellery
- Too many patterns in one outfit
- Constant smoking
- Hand knitted garments
- Toe-reinforced stockings with peep hole toes
- Clothes in inappropriate fabrics eg. taffeta, denim, hand knits etc
- Sandals and stilettos
- Clothes that are too big or small
- Dressing too young or too old
- Laddered stockings
- Anything too short
- Body odour of any sort

## Men

- Untidy hair
- Poor attempts to hide baldness
- Tinted glasses indoors
- Colours that clash
- Dirty or scuffed shoes
- Too many patterns in one outfit
- Smoking
- Ill fitting clothes
- See through business shirts
- Poor grooming
- Overstuffed pockets
- Ties that are too long or too short
- Dirt or stains anywhere
- Inappropriate ties
- Pants that are too short
- Belts too high or low
- Worn or pilled collars
- Cheap looking shoes
- Long sleeved shirts rolled above the elbow
- Straining or missing buttons
- Belts and braces worn at the same time
- A battered briefcase
- Hair sticking out of anywhere, eg ears, nose, back or front of collar etc
- Body odour of any sort
- Sport socks with a suit
- Digital watches with a suit
- Socks that are funnier than you are
- Short socks