-DRESS AND APPEARANCE GUIDELINES FOR WOMEN-

BASIC PRINCIPLES:

Principle # 1: The executive's appearance should be appropriate for her personality, physical characteristics, position, corporate culture, environment, and her aspirations.

Principle # 2: The executive is destined to frustration and failure if she attempts to imitate the dress of the men in her organization. She has, and should exhibit, much more flexibility than do men in clothing selection. **She should be free to be a woman**, which includes deviating at times from arbitrary standards.

Principle # 3: Though having considerable flexibility, the executive should strive for a "blending" of appearance. In other words, her clothing, shoes, hair, jewelry, and makeup should be coordinated so they all go together in a complementary manner. The best compliment she can receive is, "You look nice"; not, "I like your blouse"; "Those are sure nice looking shoes"; or "That's an interesting hair style."

Principle # 4: A jacket adds substantial impact to the executive's appearance. It always transmits more authority than a dress alone, skirt and blouse, or skirt and sweater. Though the **suit** (skirted suit) has a long history of having the most executive impact, the **dress or skirt with a blazer,** or the **dress with a matching jacket** also rank very high.

Principle # 5: The suit, dress/skirt and blazer, or dress and jacket should always be viewed as the base color, around which the rest of the outfit is coordinated. It/They should serve as the basis of all decisions for selecting the blouse, sweater, shoes, hosiery, scarf, belt and jewelry.

Principle # 6: Every person has a particular skin, hair, and eye coloring or tone. All people look better in certain colors than they do in others. A goal of each executive should be to determine what array and shade of colors looks best for them, and then select an appropriate