

Career **Confidence** with Business Casual Style

How to Be Influential by Dressing Powerfully
for Every Business Occasion

by Marion Gellatly

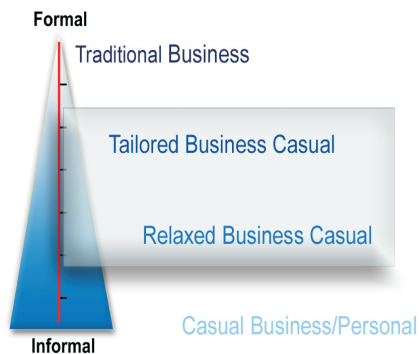


Clothing Selection—Criteria

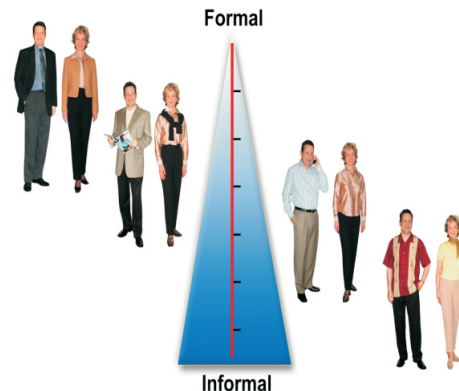
When dressing for your career, take into consideration:

- Industry
- Culture of Organization
- Location
- Job, Position, Goals
- Activities and Interactions – Desired Perception

Business Casual Wardrobe Guidelines



Business Casual Guidelines



What Business Casual Is Not:

- Matched Suiting
- Weekend casual (jogging suits, exercise clothing, gardening attire)
- Too revealing
- Too baggy
- Too transparent
- Immodest, offensive or in any way controversial
- A single style of clothing, rather a range of options
- Thrown together without thought
- Inappropriate to the goals, purposes, and activities of your workplace
- OTHER: _____

What Business Casual Is:

- Coordinated
- Purposeful and well put together
- Clean and well cared for (pressed, laundered, and does not show wear)
- Appropriate for the activity and the venue
- Chosen to fit the body well and presents a pleasing impression
- OTHER: _____

Traditional Business Attire

Key Element: Matched Suiting

Non-verbal Messages:

Most authoritative, credible, respectful, professional, solid, precise, dominant, logical, reliable

Possible Benefits:

Supports you in:

- Positioning yourself as a leader, as an authority figure, as an expert
- Negotiating a deal
- Leading groups and meetings

Situations:

When you need to look more formal, more powerful, and authoritative

It is appropriate for:

- Representing your company outside the organization
- Meeting clients for the first time
- Making a presentation
- Leading a meeting with clients
- Visiting a client who wears traditional business attire
- Doing business overseas



Tailored Business Casual

Key Element: Jacket with Coordinated Separates

Other possible combinations: _____

Non-verbal Messages:

Professional, reliable, conscientious, consistent, dependable, persuasive, organized, accessible, detail-oriented

Possible Benefits:

Supports you in:

- Positioning yourself as a leader
- Portraying authority
- Negotiating a deal
- Obtaining a raise
- Being considered for promotion

Situations:

When you need to look formal and authoritative
It is appropriate for:

- Making a presentation
- Leading meetings with clients
- Making a sales call
- Meeting someone for the first time where business casual is expected

Color Palette:

Leans heavily on neutrals but more varied than Traditional Business attire

Fabrics:

High quality—wools, wool blends, silk, fine cotton, microfiber blends, fine-gauge knits

Patterns: Generally small to medium scale



Relaxed Business Casual

Key Element:

For Men: Shirt with Collar , 2 or 3 Piece Outfit (*no jacket*)

For Women: 2 or 3 Piece Outfit or Layers (*no jacket*)

Coordinated Separates

Other possible combinations:

Non-verbal message:

Creative, accessible, friendly, competent, dependable,
cooperative, conscientious, flexible, warm, approachable

Possible Benefits:

Supports you in:

- Being a team player
- Building relationships with clients and co-workers
- Creating an informal working atmosphere

Situations:

For most situations that require an informal atmosphere and relaxed environment.

It is appropriate for:

- Internal meetings
- Working by yourself
- Working in groups that require creativity
- Off site retreats
- Casual training sessions

Color Palette:

Lighter, brighter colors

Fabrics:

Cotton and cotton blends, microfiber and microfiber blends, rayon and rayon blends, silk and silk blends, fine-gauge knits, corduroy

Patterns: Large bold scale



Casual Business/Personal

Key Element: Jeans

Non-verbal Message:

Creative, accessible, friendly, relaxed, easy going, innovative

Possible Benefits:

Supports you in:

- Being a team player
- Building relationships with co-workers
- Creating an informal and friendly atmosphere

Situations:

For most situations that require an informal, relaxed, and creative environment.

It is appropriate for:

- Working by yourself and when not meeting clients or the public
- Working on a team project that requires creativity and informality
- Very casual training sessions and off-site retreats
- When coming into the office after hours
- Dress-down days



Wardrobe Selection Made Easy

When building your Business Casual wardrobe think:

- Excellent quality
- High-quality fabrics
- Classic designs
- Altered to fit YOUR body
- Wrinkle-free fabrics or pressed well
- Dark neutral colors for main pieces (jacket, slacks, skirts)
- Bright, light colors and prints for other pieces
- Items that will mix with at least 3 others
- Accessories for individuality
- New style/fashion trends that demonstrate an up-to-date professional image

Building Your Business Casual Wardrobe With Clusters

A Cluster is:

- Great for travel
- A group of garments
- Minimum of 5 pieces
- 15-24 Pieces for maximum effect
- Carefully chosen to work together

Start the Planning:

1. Select a Palette around which to organize your cluster. A print or pattern can be your inspiration.

Pick 1 or 2 Neutral Colors to become the backbone of your group

Examples: Brown, Black, Navy, Charcoal, Khaki, Camel, Olive Green, Beige, White, Ivory

List Your Choices: _____

Pick 1 Accent Color to add a splash of energy to your neutrals

Examples: Melon, Orange, Pink, Fuchsia, Red, Turquoise, Blue, Yellow, Emerald,

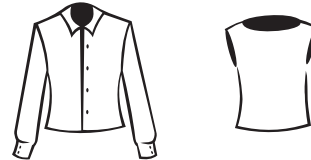
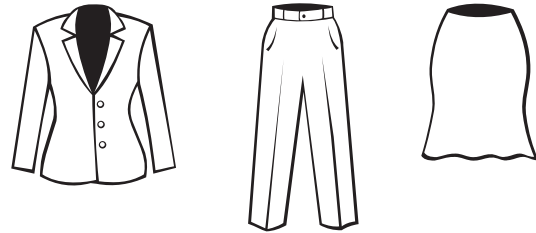
List Your Choice: _____

2. Begin with 5 Pieces

3. Rely on Separates

4. Keep the Pieces Basic and Simple

- Silhouette of garment
- Interior style lines
- Fabric
- Detailing and embellishment



5. Everything Coordinates

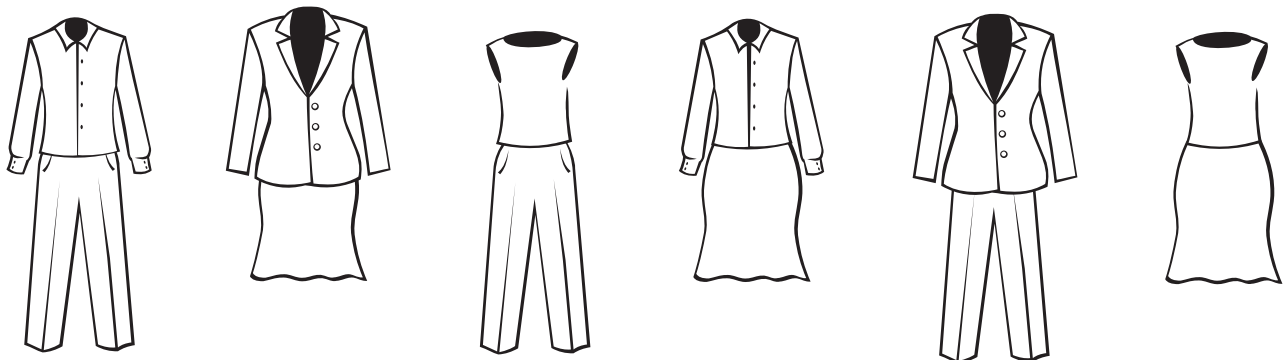
6. Expand Your Cluster

- Build on your foundation
- Add pieces gradually over time
- Emphasize quality over quantity
- Choose distinctly different pieces
- Add accessories

*"Create your own visual style...
let it be unique for yourself
and yet identifiable for others"*
—Orson Welles

7. Put it on Paper

- Identify and document the garments for your cluster
- Identify and document the outfits you create from your cluster



Mastering the art of Business Casual attire will help you:

- Succeed in achieving your professional goals.
- Communicate to your executive team, colleagues, and clients, your
 - willingness to be a part of the team,
 - ability to master the details of your job
 - professional attitude in the workplace
- Position you for success.

*Can you see yourself moving from **invisible to influential?** YES!*

My Business Casual Look Action Plan

The 3 main actions I will take to strategically develop an influential Business Casual look:

1. _____

2. _____

3. _____

About Marion Gellatly, AICI CIM



Marion Gellatly is an internationally-recognized leader in the field of image development. She is the founder and driving force behind Powerful Presence, her California-based image management training and consulting firm. Marion helps her clients find their full potential by improving their personal presentation through appearance, belief in self, positive attitude, communication and business etiquette skills.

She travels extensively across the U.S. as a speaker and seminar leader, and is often called upon to serve as a media spokesperson on the subject of image and etiquette. Marion's clients feel that her insights are profound. Her advice is clear, concise and practical, and helps her clients present an image that is a living message of success. Marion's system is like the advice of a trusted friend. She knows her subject and makes it clear that a successful image is like a work of art...a sense of flair that starts with a plan.

Marion has been featured in national media such as *The New York Times*, *The Wall Street Journal*, *USA Today*, *CNN Money*, *Forbes.com* and *ABC News.com*. She is the author of *Your Powerful Presence: 125 Ways to Amplify Your Professional Image* and contributing author of *Image Power, Top Image Experts Share What to Know to Look Your Best*.

Marion is one of only eight image consultants who have earned the title, Certified Image Master, from the Association of Image Consultants International (AICI). She was AICI's 2005-2007 International President. In 2009 she was honored with AICI's prestigious Award of Excellence for her participation and contribution to the organization and the image industry. AICI educates, supports and promotes image professionals in over 47 countries worldwide.

Professional Image Action Sheet

These special offers were created just for you, just for today. Choose your program below.

Total Style Discovery

reg.
\$2050 **1,650**
(3-payment option)

- A private **Color Analysis** and customized shopping fan that aids you in selection of clothing, accessories, hair color, and make-up and provides a sure way to prevent mistakes.
- A **Personal Figure & Clothing Style Evaluation** with fully-illustrated style guide showing exactly which garment styles, lengths, accessories and specialty wear best suit your body shape and proportions, sure to help you make smart buying decisions.
- A 4 hr. **In-Your-Closet** session to see your wardrobe with a fresh eye. Marion will mix a dash of fashion and her keen knowledge to create outfits you'll love. She will demonstrate how to incorporate garments and accessories to fit your "Style Recipe" and Universal Style™ personality and she will also assess your wardrobe for fit, flattery, and color.
- A **Recommended Shopping List** for future purchases along with seasonal updates.
- A 3 hr. **Personal Shopping** excursion to teach you how to use your new knowledge in the stores and help you implement your wardrobe plan.

From Closet to Inspired Style

reg.
\$1200 **900**
(2-payment option)

- A 4-hour **In-Your-Closet** session to see your wardrobe with a fresh eye. Marion will mix a dash of fashion and her keen knowledge to create outfits you'll love. She will demonstrate how to incorporate garments and accessories to fit your "Style Recipe" and Universal Style™ personality and she will also assess your wardrobe for fit, flattery, and color.
- A **Recommended Shopping List** for future purchases along with seasonal updates.
- A 2-hour **Personal Shopping** excursion to teach you how to use your new knowledge in the stores.

Style Basics

reg.
\$700 **550**

- A private **Color Analysis** and customized shopping fan that aids you in selection of clothing, accessories, hair color, and make-up and provides a sure way to prevent mistakes.
- A **Personal Figure & Clothing Style Evaluation** with fully-illustrated style guide showing you exactly which garment styles, lengths, accessories and specialty wear best suit your body shape and proportions, sure to help you make smart buying decisions.

Name _____

Shipping Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

☐ Marion, contact me,
I know of a group that
may be interested
in your programs