NEVER TRULY QUIET:
CONTROL WHAT YOUR DRESS SAYS

Dr. Copeland
Specializing in the serious business of dress and appearance management.
APPEARANCE AND DRESS
Defining Your Personal Brand

3 words that describe your personal brand
<table>
<thead>
<tr>
<th>COLOR</th>
<th>MEANING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>Power, wealth, authority, <em>if used in excess</em> - intimidating, unfriendly.</td>
</tr>
<tr>
<td>White</td>
<td>Creativity, efficiency, simplicity, fairness, order, reverence</td>
</tr>
<tr>
<td>Blue</td>
<td>Safest color, honesty, trust, dependability, <em>also</em> depression</td>
</tr>
<tr>
<td>Gray</td>
<td>Neutral, conservative, security, reliability, intelligence</td>
</tr>
<tr>
<td>Red</td>
<td>Bold, high energy, strength, call to action, <em>also</em> aggression</td>
</tr>
<tr>
<td>Brown</td>
<td>Strong, reassuring, comforting, reliable, endurance</td>
</tr>
<tr>
<td>Indigo</td>
<td>Powerful, strength, integrity, sincerity, structure</td>
</tr>
<tr>
<td>Pink</td>
<td>Compassion, nurturing, non-threatening, feminine color</td>
</tr>
<tr>
<td>Purple</td>
<td>Royalty, wealth, quality, fantasy, creativity</td>
</tr>
<tr>
<td>Gold</td>
<td>Value, luxury, prestige, wisdom, beauty, generosity</td>
</tr>
<tr>
<td>Orange</td>
<td>Adventure, inspires enthusiasm, optimism, sociable, affordability</td>
</tr>
<tr>
<td>Magenta</td>
<td>Practical, spiritual, compassionate, kind, balance, common sense</td>
</tr>
<tr>
<td>Silver</td>
<td>Modern, sophistication, calming, uplifting, mystery</td>
</tr>
<tr>
<td>Yellow</td>
<td>Uplifting, analytical, clarity <em>also</em> dishonesty, cowardice</td>
</tr>
<tr>
<td>Green</td>
<td>Nature, money, health, healing, compassion, balance</td>
</tr>
<tr>
<td>Turquoise</td>
<td>Balances, rejuvenates, inspires good communication, self-expression, feminine color</td>
</tr>
</tbody>
</table>
Visual Brand Identity

Ann Taylor Loft

J. Crew
Brand Awareness

The ability for the consumer (interviewer) to recall your brand characteristics by name, logo, etc in
Brand trust:

Your Brand Credibility
BIG Picture!

- Non-Verbal
- Verbal
- Business Environment
Where do you want to work?
A Good Match
Dressing for the Interview
Women’s Essentials

- Suit (pant/skirt/dress)
  - Blue, black
  - Softer neutral
- Blazer
- Blouses
- Shirts
- Black dress
- Solid color dress
- ¾ length wool coat

- Link and leather band watch
- Black and brown bag
- Black or brown heels
  - < 2 inches
- Black flats
- Pantyhose/stocking
  - Neutrals
- Hygiene
  - Mints, nails, perfume
Women’s Suits
Men’s Essentials

- 2/3 button suit (midnight blue)
  - Herringbone
  - Pinstripe
- Overcoat
- Dress shirts
- Ties
- Cufflinks
- Lace up shoes (clean)
  - Black, Brown

- Socks
- Belt
  - Black, Brown
- Leather briefcase
- Umbrella (quality)
- Dress vs Sports watch
- Hair cut
- No accessories
Men’s Garments

[Images of men's suits and shoes with a detail of a necktie showing a 'Dimple']
Men’s Accessories
General
Garment Quality Check

- **Fabric**
  - Feel good
  - Look cheap
  - Does it pill? (rub together)
  - Hold to light (shine)

- **Seams**
  - Lightly tug where stitching meets
  - Appropriate fit

- **Hemline**
  - Length?
  - Straight and even?
  - Too long or short

- **Zipper**
  - Sewn in correctly
  - Works effectively

- **Buttons**
  - Even
  - Secure
  - Fit – no tugging

- **Lining**
  - Soft like silk or rayon?
  - Fit...easily drapes?

- **Details**
  - Flimsy, cheap or quality and classy
FIT
UNDERGAMENTS MATTER
UNDERGAMENTS MATTER

Classic briefs
High-cut briefs
Control briefs
Hipster
Bikini
Boyshorts
Tanga
Thong
G-String
UNDERGARMENTS MATTER
APPROPRIATE?
DISTRACTIONS
TOOLS
Invest in Your Future!

DOUBLE FACEPALM
FOR WHEN ONE FACEPALM DOESN'T CUT IT
The Suit Investment!!

Big retailer type: Nordstrom, Express, Men’s Warehouse etc.
- Sales/Coupons
- Changing seasons

Discount Retailers:
- TJ Max, Marshalls, Ross, Burlington Coat Factory, Outlets, Thrift Stores, Goodwill, Value Village
- Explore different zip codes

Procuring Money:
- Redistribute funds
- Gifts
Whew!!!