

First Impressions

90% of our impressions are formed within the first 20-30 seconds on meeting a stranger:

- 60% of our impressions are based on how we look
- 40% on how we sound and & what we say

POWER DRESSING for WOMEN

TRADITIONAL OR WESTERN?

Whichever style you opt for, the keywords are comfort and style..



Work clothes for women

- From sarees to *salwar kameezes*
- From westerns to Indo-westerns.





Salwar Kameez:

- Comfort to carry
- Carry it with élan



- **Short *kurtas***, styled with trouser-like pajamas, look chic and very Indian. Stoles and short scarves have replaced difficult-to-manage *dupattas*
- Long Tunic like Kurtas are being teamed with pants as well.



Body Silhouettes

- Wear loose fitting clothes to complement your body shape
- Dark colours help look slimmer
- Cuts should be classy



INDO-WESTERN

- Flat-front trousers
- $\frac{3}{4}$ th length tops
- Cotton-linen shirts in bright colours
- Multiple-function jackets & suits
- Long wrap-around skirts are among the many options here.



Western Wear:

- Vibrant Look
- Jackets fitting to body contours
- Detailed with crystal buttons
- Slick necklines
- Knee-length skirt
- Corporate colours: grey, black, navy, brown and white
- Comfortable shoes in soft leather and neutral colours



Trouser length should be one and a half inches from the floor to the back of the heel.

Buttons, belts and fly of the trouser should be neatly aligned.

Opt for Cotton-Lycra and Linen-Lycra as trousers maintain their crease and fall



Business casuals

Sleeveless is unacceptable.

It's either a formal collared shirt teamed with a pair of formal trousers or a skirt (never jeans).

Stay conservative yet stylish without going the casual way.



NO NO NO

- Embroidered clothes
- Flashy colours
- Georgettes clothes
- Noisy jewellery
- Bright footwear
- Open-toed chappals



Handbags

- Ladies' leather brief cases
- Though expensive, these go a long way to create the right image
- Colours: Black or Brown



FOOTWEAR

- Leather shoes with semi-formal western wear
- Sandals for Indian outfits
- No bright colours, sequins, crystals...
- Keep them plain, yet latest in style
- Avoid Heels to avoid discomfort
- Heel should be about 1 1/2 to 2 inches high



NAILS

- Short, well-manicured nails
- Use Single tone in light shades of peach, silver or pink.
- French manicures are ideal
- No Shiny & bright paint
- Avoid black, red and orange paints



Jewellery

- Stick to the bare essentials
- Smart sleek designs for a sophisticated and professional look
- Ear studs
- Single bracelet
- Slim chain
- Pendant for the neck



Watch Out

- An elegant wristwatch
- Leather straps and wide-base OR
- Ultra feminine slim gold or silver chain variety



Hairstyle

- No wild styles and wilder colours
- No bizarre platinum streaks either...
- Hair should not be falling all over the face
- Hair colour must be natural and complement your complexion
- No ponytails , please



Makeup

Minimal.

Naturalistic.

Pastel shades of
lipstick with a
light eye liner
should do fine



- You're dressed like a winner
- Stride ahead in the corporate ladder ???

