# 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 Indowesterns.





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
- ¾th 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



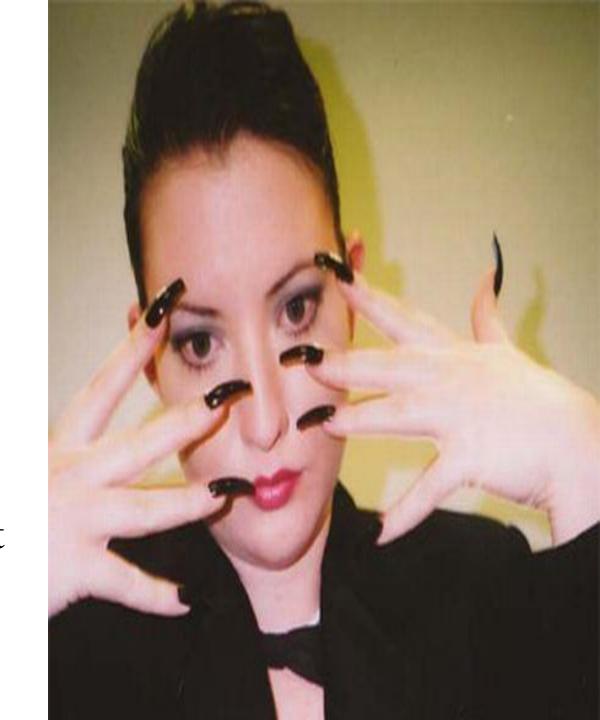
### **FOOTWEAR**

- 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, wellmanicured 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 widebase 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 ???

