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
• 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, 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 ???