

# Dress to Impress: Corporate Workwear Edition

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# Introduction

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- Currently: Northeastern US; Wine & Spirits/Sales/Luxury Hospitality and Leisure; Startup; Management; Hybrid
- Previous Career: Luxury Fashion and Retail Management (10 years)
- Education:
  - M.S. International Fashion Marketing (Glasgow Caledonian New York College)
  - B.A. English Communications (Salve Regina University)



**Theory**

bloomingdale's

*Bonpoint*

*Baccarat*

# DISCLAIMER

**The goal of this presentation is to provide guidance on how to build the foundation of a professional wardrobe.**

Although professional dress codes have shifted post-COVID to more casual attire, this presentation will suggest styles that are more formal and conservative.

Why?

When you learn to master the basics, it's much easier to figure out how to balance professionalism and personal style.

# Considerations Before Purchasing Professional Attire

- Geographical Location
  - US? New York City? Boston? Los Angeles? SoCal?
  - International? EU? London? Paris? Lucerne? Elsewhere?
- Industry
  - Business? Finance? Accounting? Tech? Law? Sales? Marketing? PR? STEM?
  - A combination of two or more industries? (ex: tech sales; scientific sales; etc.)
- Company
  - Big Box and Corporate? Small Business or Startup?
- Place of Work
  - Remote/WFH
  - In-person
  - Hybrid
- **Position**
  -
- Occasion
  - Business Formal
  - Business Casual
  - Smart Casual

# Key Terms

Photo Credits: Brooks Brothers



Business Formal



Business Casual



Smart Casual

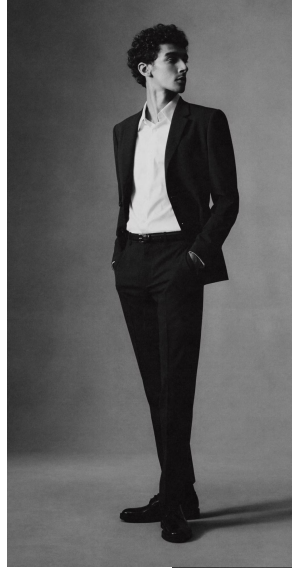
# What You Need

## Foundation I

- Black suit (wool)
- White shirt (cotton) or White shell (silk)
- Black shoes (leather)
- Black belt (leather)

## Foundation II

- Dark navy suit (wool) or dress (wool or crepe)
- Dark grey suit (wool) or dress (wool or crepe)
- Blue shirt (cotton) or Black shell (silk)
- Dark brown shoes (leather) or Nude shoes (leather)



# What You Do Not Need

Sometimes, it's not about what's comfortable for ourselves.

Sometimes, we need to look outside of ourselves and think about how we can integrate into a new environment with **decency and respect**.

How we chose to present ourselves—what we wear, how we speak, all of the choices we make—communicates who we are.

Choosing a **mindful** approach will go a very long way.



**MENSWEAR**

# 9 Items, 1 Week



Monday



1+4+6+8

Tuesday



2+5+6+7+9

Wednesday



3+4+6+8+9

Thursday



1+4+6+7

Friday



5+6+8





WOMENSWEAR

# CEO

## Capsule Wardrobe

WWW.BYLISAFONDE.COM







# HOW TO WEAR DENIM

FOR BUSINESS CASUAL +  
SMART CASUAL ONLY

- ☐ Straight Leg
- ☐ Dark Wash
- ☐ No Distressing, Extreme Fading or Extreme Signs of Wear (rips, holes)
- ☐ Waist at an appropriate height (wear belt if needed)
- ☐ Hemmed at an appropriate length



# Tips for Buying Professional Attire

**Figure out your sizes.** For a variety of brands, visit a department store to determine brands that you like and pieces that fit well.

**Do your research—and save your money!** There is no reason to pay full-price if you don't have to. Certain brands may offer student discounts or promotions year-round or in the spring around graduation. Rakuten also offers cashback percentages for popular brands.

**Shop at well-curated consignment boutiques.** Not all secondhand shops are created equal! Linda's Stuff on eBay and Wish Newport are great examples for designer deals that are gently worn.

## LIST OF SUGGESTED BRANDS

Theory  
Brooks Brothers  
Ralph Lauren

Quince  
J. Crew  
Calvin Klein  
Banana Republic  
Aritzia (womenswear only)  
Modern Citizen (womenswear only)  
Bonobos (menswear only)





# Additional Resources

## Article

[Professional Attire and Image](#)

(The University of Kansas)

## Influencers (Menswear)

@shaunbirley

@rsimacourbe

@alexcosta

## Influencers (Womenswear)

@cocobeautea

@jeanwang

@leasy\_inparis

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*bitly*

