



*Helping You Create an Image
That Is Uniquely You!*

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Dear Orene,

The rules for dressing professionally have changed dramatically, causing a lot of confusion about appropriate workplace attire and what to wear to help you in your career. See why this matters below.

On a completely different topic, bathing suit season is here, which is difficult for so many of us! It helps greatly when you think of wearing an ensemble to the beach or pool, rather than just the bathing suit. Check out the article below.

As always, I am here to help you navigate the world of fashion so the best choices end up in your wardrobe. So [contact me](#) and we'll get started.

Enjoy!

Orene

Dressing Professionally - the Rules are in Flux

Recently, one of the headlines in the New York Times was ***JPMorgan Chase Embraces Business Casual***, where they discussed how that Wall Street firm is changing its every day dress code to business casual. "Even the most staid of corporations, including General Electric and IBM, have moved away from uniforms of white shirts and dark ties. It is also a nod to the informal style of the tech industry, which has been successful in recruiting workers who might have once preferred more traditional careers." (*NY Times, June 3, 2016*) Although the new dress code adopted by



JPMorgan Chase tries to cover every situation, it is mostly a list of what *not* to wear.

Business casual has taken over most workplaces. As society has become more casual, and particularly in Silicon Valley, near where I live, the old rules about what to wear to work and to meet with clients have changed. People are confused. This confusion often results in an image at work that is lacking in professionalism.

Do you think image matters? People make decisions about you within a few seconds of meeting you:

- Based 55% on your visual appearance and body language.
- Based 38% on your voice.
- Based 7% on the words you use to sell them your services.

Your appearance sends an immediate, non-verbal message about who you are to everyone who sees you.

- A potential client decides in less than two minutes whether you are the person he or she wants to hire!
- People size you up within 2-7 seconds of meeting you (and this applies to everything-social situations included!).

Most of my clients appreciate being able to dress in a business casual manner. However, they come to me baffled about what to wear to look professional and to enhance their authority. With the days of power dressing gone, there are few real guidelines. And, this is not something intuitive for most people!

I give presentations on this topic, which I call helping people enhance their visual credibility. What is **visual credibility**? I've defined it as the ability to sell yourself as the admirable, respected person that you are, and the tool for doing that is in your wardrobe and your grooming habits. Looks matter and you have much more control over creating positive outcomes than you might realize.

The bottom line: dressing to enhance your visual credibility will help you in your career. Don't be overlooked. Don't take the chance of missing opportunities because you've let yourself go. There's time to make changes without taking drastic measures like plastic surgery, acquiring a new \$10,000 wardrobe or spending two weeks at a health and fitness resort.

I can help you make changes to vastly improve your visual credibility. I also teach and explain reasons why things work. I can help you put together your look so that you feel authentic to yourself as well.

Bathing Suit Solutions

Bathing suit season is easier to handle when you focus on the entire bathing suit ensemble --

the tote bag, sandals, sun-glasses, cover-ups, accessories, and a hat.

The tote is a necessity as you stroll to the beach or head poolside. A printed or colored tote is useful for all your gear plus it can make a great fashion statement. Go for canvas, cloth, or woven straw in light, bright, or bold colors or prints.

Sunglasses hit the mark when they are functional and fashionable. The larger the lenses, the more protection you have for the eyes and the sensitive thin skin in the eye area. Try on different shapes and colors. For a guide to how to find the right sunglasses for your shape face, check out this article in [Elle Magazine](#). Colorful frames are a nice change from black or tortoise. If you want an edgier look, try some of the newer with a type of cat eye shape. If you want to look glamorous, look for glasses that have sparkly adornment. If you have simpler taste, go for aviator sunglasses.

New sandals make last year's bathing suit look modern. Gladiator sandals or the classic thong (flip flops in a nice style) can correlate to your beachwear. Consider matching the color or material to your tote bag or add some sheen to your ensemble with a metallic sandal. Metallic sandals can go with any colorful or patterned bathing suit.

The cover-up is key. Try a bohemian patterned, light-weight tunic or dress. Or if you want to show a little more skin, go for a knitted mesh cover up. Loose and flowy are good qualities to look for. Just think "ocean breeze" and you'll pick the right one.

Accessories are essential for getting your put together outfit. A scarf can be a wrap for your head or tied to your tote bag. When you're working with just one or two items (a tank suit or a bikini) the accessories can be bolder. Think bangles, long dangling necklaces and hoops.

The hat is for sun protection and style. If your look is sportier, a visor or cap may be just right. A large woven or canvas hat can be glamorous with great sun protection. As my friend Cheryl says, "A large hat makes your bottom look smaller."

If you'd like help putting together your summer bathing suit look, send me an email and we'll put a date on the calendar to get you ready for the season. Your confidence will soar once your look is put together. Be ready for summertime fun!



VISIT OUR WEBSITE

COMPLIMENTARY CHAT

Sometimes you may feel that you are in a fashion rut or that you are looking frumpy and it is time to look more up-to-date. You may not have much time nor inclination to figure out how to put together items you already have in your closet in a new way. Being busy doesn't always allow you time for shopping. Or, perhaps you don't know where to shop to maximize your dollar.



Wouldn't it be helpful to have an expert who can help you with all of this? If you are ready to take some action, schedule a free initial conversation with me by [clicking here](#) and we can explore your challenges and goals.

[More About Me -- I threw in a picture of me outside of Jackson, Wyoming.](#)

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