

Image Notes



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Inside this issue:

<i>Colors of the Season</i>	1
<i>Does Your Wardrobe Work For You?</i>	1
<i>The Real Impact of Business Dress</i>	2
<i>Common Business Casual Mistakes</i>	2

Colors of the Season

The stylish colors for the season include bright and jewel tones: orange, purple, royal blue and various pinks. Dark neutrals such as charcoal gray and chocolate brown are also ubiquitous.

How do you know which ones are right for you? In a location with great lighting, hold garments of various colors up to your face and look in the mirror.

Which ones make your eyes sparkle, your skin tone look clear and imperfections diminish? These are your more flattering colors. If a particular shade makes your skin look ruddy or pale, or just generally makes you appear tired, then stay away from it.

Color is one significant component of what we present to the outside world.

Other areas to consider when assessing your wardrobe are clothing styles and patterns.



Some tips to consider:

- Pinstripes do make you look taller and slimmer, providing they're the right width for your body type.
- Darker colors worn as one part of an outfit make that part of the body seem smaller (note the popularity of black pants).
- Patterns in clothing for business should never be larger than the size of two quarters.

•Men can wear more than one pattern between their shirt, suit and tie, but they should be of different sizes.

•Before you buy, check that the piece matches at least three other garments already in your wardrobe.

•Buying several pieces at the same time will simplify the matching concept and insure that you buy in "outfits".

•Using mix and match pieces lowers the cost of any individual garment since the more you have to coordinate something with the more you will wear it and this will lower the cost per wearing.

A Great Holiday Gift...

ImageDesign is offering Gift Certificates! Here's a Great Holiday Idea—you can give the gift of clothing (one particular item or a certain \$ amount) or the gift of a two-hour image consultation. Gift certificates are also excellent for office holiday parties, non-profit fundraisers and raffles.

Does Your Wardrobe Work for You?

Dressing with confidence will allow you to focus on the task at hand and not worry about your appearance.

Most people look in their closets and feel that they have a lot of clothes and nothing to wear.

That's because often what's in there is unflattering, inappropriate or old.



A wardrobe overhaul will allow you to see what works for you and why, so you don't repeat the same mistakes.

You will soon see yourself reaching your image goals and you will know that what's on the outside matches what's on the inside.

How to tie various tie knots:

<http://www.krawattenknoten.info/krawatten/Krawattenknoten/tieknot.html>

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Dressing to Create the Perfect First Impression



The Real Impact of Business Dress

Ladder.com, 9/06. 70% of executives surveyed said that employees dressed in suits are perceived to be more senior level, while 60 % say those in suits are taken more seriously.

BNA HR poll, 4/05. 70 % of executives said that workplace dress affects an employee's productivity, while 63 % said that wearing more professional clothing makes employees advance faster in their careers.

Business Week found that in 2001, 51% of companies had a casual dress code policy every day, while that number fell to only 41% of companies in 2005.

Most companies lie between suit and tie every day and some level of business casual. ***Do you know where you stand?***

ImageDesign helps companies write dress code policies that work for them and then presents programs that give positive examples of company dress.



Common Business Casual Mistakes

Fall is here and we are back to business as usual. Most offices have business casual dress at least one day per week.

I just want to remind readers of five of the most common business casual mistakes:

Not keeping accessories in the same level of the clothing. Just as you wouldn't wear sneakers with a business suit, you shouldn't be wearing cap-toe or other dress shoes with business casual.

Remember that the thicker the sole of the shoe, the more casual it is. Conversely, for women, stay away from slouchy pocket-books and very casual shoes.

Structured bags along with sling backs, pumps and boots are all better choices for business.

Thinking that fit isn't so important any more.

Clothing that is too big is as unflattering as clothing that is too small. They will both make you look heavier.

Just because your outfit doesn't include a tailored suit doesn't mean that it shouldn't be tailored to fit your body.

Wearing unflattering colors or exaggerated patterns. It is true that business casual presents more color options than professional dress, but they're not all appropriate for business.

Neutrals such as blue, black, brown, tan and gray still are the safest option, worn with accent colors in shades that are flattering for you – red, yellow, and turquoise are often good choices.

Patterns should be no bigger than the size of two quarters and generally only one pattern should be worn at a time.

Not considering your audience or your day's activities when getting dressed. There are different levels of business casual and you would wear something different when presenting a proposal to a business casual client than when working alone or leading an internal meeting.

Consider who you're meeting with and what your role is in the get-together.

Believing that sexy is okay because at least it gets you noticed. You must ask yourself if that is the kind of attention that you want professionally.

It's hard to take someone seriously if your attention is focused elsewhere.

When getting dressed for business remember that less exposure is more.



Looking good doesn't need to take a lot of time! ImageDesign offers custom clothing and image consulting services designed to save time spent going to the mall, the tailor and back again. Personal shopping, wardrobe organizing, and communication training is also available. Sharon Kornstein can meet you in your home or office to discuss how these services can save you time and help you create a wardrobe that is true to your goals, lifestyle and budget.

