

Eilidh Milnes - Random Rules of Business Dress

Twenty-two Tips for Business Dress

These guidelines will also allow you to bend and break the 'rules' to suit your own personal style and brand

1. Double breasted jackets make you look fatter... single breasted make you look taller and slimmer,
2. If you are tall and slim you can wear double breast with lots of pockets and detail,
3. Shoulder pads will make you look thinner,
4. V-neck blouse or shirt suit all body shapes,
5. Slight heels will give a slimmer ankle and make you shapelier,
6. Wear Stiletto heels and open toed shoes are after 5pm (strict business dress code)
7. A **current shoe** will update a whole wardrobe as will new handbag and briefcase. Shoes must be repaired and polished, well heeled and with a comfortable fit. You are on stage to shine not suffer,
8. Shoes should match the hemline or be one shade darker. Tights/hose should take the colour of the hemline and extend to the shoes,
9. Updated accessories are the '**X**' factor of clothes. They make a statement!
10. Handbags should fit inside our pelvic bones and not our generous areas, likewise a briefcase should be in with proportion,
11. Everything from the *waist down* is a '**finishing touch**,'
12. Everything from the *waist up* is a '**focal point**' – focus on these impact points! So, focus on **waist up**,
13. Business clothes should avoid too much 'glitz and sparkle' – however we have to factor in **your** personality... Leave your expensive jewellery at home unless you are out to impress. Do nothing to alienate your audience,
14. **Belt loops need a belt!** Unfinished shirts and blouses should be tucked in. A belt looks as though you planned your outfit. It is a great and understated accessory,
15. Denim is always casual,
16. Nametags and badges are worn on the RHS and a brooch on the **LHS better to have one or the other**,
17. Keep patterns to **one single patterned item** at a time,
18. Stretch pants and leggings are neither professional nor flattering,
19. Baggy clothes add weight. Choose the correct belt and practice '**waist management**,'
20. VPL (visible panty lines) not a good look,
21. Never wear socks and sandals... or Disney patterned ties,
22. Finally, **nail it!** A perfect manicure adds the final finishing touch for both men and women. If you are wearing polish and it is chipped or dirty then what does it say about you?

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In addition, here are some high impact statements from my presentations:

A *first* impression is a lasting one and you do not get a *second* chance to make a first impression!

First Impressions last...Make yours *count!*

A positive image will give you a *head start* in every walk of life and significantly increase your ability to influence, persuade and negotiate for greater personal and professional success.

"Your image speaks before you do," Eilidh Milnes

When you look great and feel fantastic it shows....and this will produce a significant effect on how you actand how others respond to you

You wear 15-20% of our clothes 85% of the time and waste on average £500 a year on unworn clothes. You also need to factor in the cost of accessories.

"You are what we eat...and you are what we wear..."

"*The difference between us and the animals is our ability to accessorise...*" Steel Magnolias, Dolly Parton

"*Fashion is not about utility...it is used to express your individuality...*" Devil wears Prada Meryl Streep

Read more on page 14 of my new book, *Confidence the 7 Keys to Your Happiness...* details on the website
below



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