

"Grooming" is a broad term encompassing several aspects of one's being. Polished professionals are the most valuable asset for any organization. They are among the most cost effective methods for a business to generate positive public relations. Individual's knowledge of the proper grooming and etiquette for any business and social situation will allow concentration on the business at hand and not on their behavior.

Building your confidence starts from the outside – when you know you look good, you feel better about yourself, and the positive reaction you get from other people is very motivating. Enjoy the new confidence from knowing you look your best, and enjoy the compliments from your colleagues and friends.

You can make the most of yourself by dressing for your body shape, your life style and your personality. Discover how the right colors make an amazing difference to the way you look and feel and help you to achieve different looks for different occasions. Learn how to develop your own style and avoid the pitfalls of fashion. Accentuate your assets, disguise your weaknesses, learn the secrets of a coordinated wardrobe, take the stress and time-wasting out of shopping and never make an expensive mistake again!

Etiquette, Poise and Grooming make an immense difference to your personal success. This will definitely give you an advantage, which is so necessary to excel in the highly competitive work culture we all face today. The information you will be exposed to here will give you the confidence to conduct yourself with flair in relevant situations.

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## Dress Codes and Style Management

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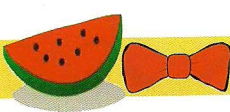


*Suneeta Sodhi Kanga is a corporate trainer in the area of grooming, international etiquette, wine appreciation, fine dining, beauty and style, etc.*

*She started her career as air hostess with Air India and was declared Miss World Airlines 1989 and has flown as VVIP hostess with prominent personalities such as Prime Ministers, etc. on official foreign visits. She started her own consultancy for grooming and beauty, while also launching a slew of Ayurvedic beauty products. She has a very exclusive client list which includes prominent blue chip Indian and MNC corporates and is a regular speaker at various seminars and discussions in educational and other institutes on the subject of good grooming and etiquette. She contributes regularly to journals like Sommelier on wine tasting and appreciation, and rediff.com In this missive addressed to the young upwardly mobile corporate executive, Suneeta dwells on the need to create an 'aura' around you that speaks of culture, education and upbringing without saying a word!*

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## Dress Codes and Style Management

(Gentlemen)

"Clothes maketh a man." There is a style of dressing, which is used by most international establishments. Here is a benchmark of clothes and attire, which can carry you across most of the civilized world with ease and general approval.

- Socks - Dark socks with or without a subtle pattern, long enough not to show the shin when sitting down. Cotton socks are the best buy, black, brown or navy blue are the colors to go for as against bright colors. Try and choose a shade that is closest to your pants. Change your socks regularly. In some cultures you are expected to remove your shoes at the door. Do not be caught unawares with "hol(e)y" socks. Dirty or smelly socks are also an absolute turn off. Use feet deodorant / talcum powder and wash feet with soap and water regularly. Always dry feet thoroughly, esp. between the toes as moisture there attracts odor causing bacteria.
- Shoes - It is said that the true worth of a man is valued more by the shoes he wears than his clothes. Always wear good quality shoes. The safest styles for work are well polished brogues or oxfords made of good quality leather in black, dark brown or tan colors. Keep a tissue handy to clean them if they look dirty.
- Shirts - Men should wear clean, well-ironed, conservative shirts preferably in a light color and fabric, which does not wrinkle or crush fast. The cut should not be too slim nor ultra fashionable in its collar style. Discreet vertical stripes are safe and classy. Solid colors are o.k. too as long as they are not too bright – like red, green, pink, yellow, etc. Pastels are classy. Shirt sleeves must be buttoned at the sleeves, sleeves must not be rolled up. A bracelet over a shirt cuff is not a good idea, and cufflinks would look good only when coupled with a suit and tie.
- Trousers - Whether you opt for tailored or readymade pants make sure the fitting is right especially at the waist. Do not wear too tight, as a bulging stomach divided in two looks terrible. The length of the pants should be just below the ankle and should cover the cut of the shoes.
- Ties - Choose the right tie for the right occasion. A



discreetly patterned, striped or plain silk tie of moderate width. Solid colours with a tiny design for the office and textured ties for nightwear are o.k. It is the age for broad ties but there is one general rule of thumb, the stronger the pattern on your jacket the weaker the pattern on your shirt or tie. The best way to keep ties is to hang them so you don't have to iron them each time. If you have a space restriction, roll them up & store. Tie pins when worn should be small.

- Suits - A dark blue or grey suit in good quality pure wool or a man made blend, which looks like wool, possibly with a pin stripe or some similar understated pattern. Care must be taken that when a jacket is worn the pockets do not bulge and while standing all buttons must be properly fastened. While sitting you must undo the buttons to give the jacket a proper fall. However if during the hot weather the jacket must be removed it must be draped neatly with the pocket facing up, over your left forearm and not slung like a bag over

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the shoulder. If you must wear a cap it should be worn straight on the head, not at an angle and not pushed back off the forehead. Caps will be removed when indoors. In case of Sikhs, turbans must be worn neatly and kept small.

- Belts- A belt should not be looked upon as an accessory to hold your trousers up but one that enhances your attire. Matching your belt with your shoes is a good idea. A small buckle which does not call any attention to itself is advisable. A simple band of leather works well. A neutral shoe leather can be used to polish it at least twelve hours before its next use.
- Sunglasses - Buy sunglasses that suit your face. If your nose is big make sure that the bridge is low, if your nose is broad avoid dark colors around the bridge. For a high forehead a double bridge where there are two bands on the forehead might look good. Always go for good quality products. Please remember that sunglasses must not be worn in side buildings / offices. Frames/lenses should be of conservative design and colours. The same must not be displayed as part of your clothing. It is also unprofessional to rest them on the head or shirt pocket.
- Wallets- A simple wallet either black or tan leather is best suited for your pocket; don't overstuff your wallet as it does not look good when it bulges.
- Handkerchiefs- Go for simple white or lighter shades cotton kerchiefs.
- Briefcases- Go for smart leather briefcases that suit your needs, polish your bag from time to time to make it look as good as new. Subtle colors in leather are a good idea.

Watches- A watch is an important accessory that every man needs. It reflects

one's personality. A quality watch enhances your image; wear a timepiece that exudes class and your seriousness of purpose. A formal watch to work and a trendy one for play is recommended. Large flash/stone studded/sports watch not permitted. Straps may be black/gold/silver. Diameter of the dial should not exceed 3 ½ cms.

- Cell phone- The cell phone has become an important accessory of modern man. It is bad manners to have your phone ringing while you are in a meeting. For starters, keep its volume low or turn it off during a meeting. If you must answer in public, be discreet and keep the conversation brief. Hands must be well kept and finger nails clean, fingers must be free of nicotine stains

Evening dress

(Formals – gentlemen)

Today Evening dress has become so flexible that anyone can wear almost anything. When there were rules people could be certain they wouldn't stick out like a sore thumb. Now hosts use words like "casual" or "informal". These are seldom rigid. The thing to remember is that the look must seem effortless. Nothing must look too new or too carefully donned – "Perfection is - slightly flawed – the sign of a true gentleman."

Here are some guidelines to follow in case of uncertainty.

- CASUAL OR OPEN COLLAR – long sleeved shirt, no tie.
- INFORMAL- combination suit, safari suit, long sleeved shirt with tie or scarf/ cravat.
- FORMALS OR "BLACK TIE" – jodhpuri, Nehru suit, black suit, tuxedo, dinner jacket with cummerbund.
- "WHITE TIE" – tailcoat, white waist coat, white bowtie.(top hat, white gloves, silver tipped cane- if you want to really do it in style!)
- SPORTS AND PRIVATE OUTDOOR LUNCHESES – collared t-shirts, khakis, belt, slip-on shoes.

(to be continued...)

**"A graduation ceremony is an event where the commencement speaker tells thousands of students dressed in identical caps and gowns that 'individuality' is the key to success."**

- Robert Orben

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