



Importance of Style and Dressing in Business World

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ABSTARCT

Clothes can be used to create an identity. Clothing can also enhance the existing identity and is therefore an important part of establishing a professional status. In creative professions dress codes were minimal or did not exist. The strictest dress codes were in conservative professions such as banks. Trust could be created with professional clothing. On the other hand, people wearing casual dress were seen more approachable. Companies, who have dress codes as a part of their policy, can use it to monitor their employees. In business world looking professional is an important factor. Busy prints, bright colors and extravagant outfits draw an attention, but it does not mean that they are seen professional in the business field. Colors have different meanings and associations in different cultures, but the colors used in the business world were generally acknowledged almost everywhere. Certain items of clothing are also associated with being a professional.

KEY WORDS- Business wear, color, dress code, identity, professionalism.

INTRODUCTION

They say that we are what we wear. Clothing reveals personalities, culture, backgrounds, age, and many other personal things. To create a positive impact, professional clothing is necessary in the corporate world. When at the workplace, you can't act casually. Must show some seriousness and professional behavior. Business attire helps you to acknowledge that you are in an environment with some serious responsibilities. To maintain a professional environment in the office, it is very important to have a proper dress code for the office. Formal clothing will give you a sense of professionalism and will help you to perform better during interviews. You already wear casuals in your everyday life. But an office interview requires you to show some professionalism and demonstrate seriousness.

HOW TO CREATE A LASTING IMPRESSION WITH PROPER BUSINESS ATTIRE

1. WEAR TAILORED CLOTHES

Prefer only well-tailored clothes. Loose clothes are very off-putting and will make you feel conscious. Smart and well-fitted clothes reflect your personality. You will feel more confident and assertive by wearing clothes of the right measurement. Remember that professional clothing is not your casual attire. You can't just wear anything and term it as 'Cool'. The importance of business attire can't be emphasized enough.

2. KEEP A CHECK ON COLOURS

People generally prefer sober and light-colored dress code for the office. The work doesn't end after getting a suit, you must also keep in mind the colors. Don't let your clothes to be too loud but select subtle ones. Go for black, brown, off-white, or other pastel colors. Bright colors create a bad impression and are also painful to the eyes. Don't try to experiment much. Select a color that best suits your personality, make you look invariably smarter.

3. DON'T OVER ACCESSORIZE

Don't bother to add excessive accessories to your professional clothing. Keep it as simple as possible. Remember that less is more! Use minimal makeup with light shades. Be careful while dyeing or highlighting your hair. Avoid the colors that stand out.

4. KEEP YOUR SHOES POLISHED

Wear shiny and polished shoes. Research says that our shoes reveal a lot about our nature. Shoes catch everybody's attention. Therefore, you ought to be careful while selecting your footwear. The choice of shoe colour, its style, and heel height reflects a lot about your personality. The importance of business attire is that every inch of your dress says something about you. Shoes are a very important part of your professional clothing. Therefore, it is essential to keep your footwear neat and clean.

LITERATURE REVIEW

1. Clothing has been used as a signifier to maintain, express, and construct individual and organizational identity. As Rafaeli et al. (1997)

asserted, “individuals use dress as a symbol to engage and execute their role schemata in organization”. Many impression formation literature reports that appropriate attire and appearance in the workplace yields positive or favorable interpretative inferences and could play an important part in one’s career. Wearers use appropriate attire to manage and influence the impression of others (Peluchette et al., 2006), and the consistent appearance of dress could play an important role on the membership schema as well as the hierarchical levels within an organization (Rafaeli et al., 1997).

2. Clothes and fashion have changed a lot during the past centuries. Both play a big role in our lives – whether we want that or not. Fashion is a cultural phenomenon which rules are learnt through socialization. Clothes and colors symbolize different things to different people. Meaning of color and clothing item itself can vary drastically in different cultures as well as even among individuals living in the same country. Colors are perceived individually, and all colors have positive and negative associations – some have more positive and some more negative. Because of these associations colors can also be associated to different occupations better than other ones, for example white is usually associated to medical field because of the doctors wear white coats. Colors can therefore be a crucial part of creating the first impression. Many studies have shown that they also affect the mood. Clothes that we wear can tell a lot about us and at the same time they don't tell almost anything. In other words, people tend to associate clothes into specific features of people, which on the other hand can lead to classification of people just based on the clothes. Clothing choices can reveal a part of individual's identity, but they don't always tell the whole truth. In recent years, appearance has become more and more important alongside with clothes and fashion. Appearance in the business world is extremely important because the first impression that is made through appearance can either make or break potential and maybe essential agreements and overall companionships. First impression matters and especially in the business field it can be a crucial factor. (NettaNorava, October 2018)
3. Business attire has changed significantly over the years, especially in the last 20 years. Too many people have forgotten why proper business attire is important. Some companies prefer to allow –and even encourage – employees to dress freely or casually for comfort. This tends to work well in more creative work environments. However, other companies will typically encourage and/or require a more defined and professional dress code to maintain a professional image of themselves and the business where employees routinely interact daily with prospects, clients, and business partners. Conflicts arise when employees prefer to dress comfortably or in the most recent styles rather than realize the importance for them to present themselves in a more professional or conservative manner. The major reason why dressing in proper business attire is important for every business professional is because it presents a visual image and sends a message that the employees are professional.
4. The old advice to dress for the job you want, not the job you have, may have roots in more than simply how others perceive you—many studies show that the clothes you wear can affect your mental and physical performance. Although such findings about so-called encloded cognition are mostly from small studies in the laboratory that have not yet been replicated or investigated in the real world, a growing body of research suggests that there is something biological happening when we put on a snazzy outfit and feel like a new person. (Matthew Hutson, Tori Rodriguez 2016)
5. It is examined employee preferences for different styles of workplace attire and how wearing various styles of clothing affected their self-perceptions. Respondents felt most authoritative, trustworthy, and competent when wearing formal business attire but friendliest when wearing casual or business casual attire. Significant two-way interactions were found between dress preference and mode of dress worn on self-perceptions of productivity, trustworthiness, creativity, and friendliness. (Joy V. Peluchette Katherine Karl)

RESEACRH OBJECTIVE

- Importance of business attire.
- What kind of dress we should wear; formal or casual.
- Effect of attire in professional life.
- Helps in judging individuals’ personality.
- Importance of professional appearance in workplace.
- Distinguish between appropriate and inappropriate business attire for their position.
- Assess how to dress for success of their work environment.

RESEARCH METHODOLOGY

This research has been conducted on “The importance of style and dressing in business world” by using different references like research papers and thesis of various authors and articles published in different sites.

SCOPE OF STUDY

- The purpose of this study is to examine different meanings and hidden messages of clothing focusing on the business world by using the existing literature.
- The way individuals dress is a mix of different factors.
- These factors are culture, individual preferences, and fashion as well as influencers.

SIGNIFICANCE OF THE STUDY

- To make a good first impression:

Your appearance is often the first thing others notice about you. Dressing professionally can help form a positive impression to people you meet in the workplace. This is especially important for interviews and when meeting upper-level managers who make hiring and promotion decisions. The initial judgments people make about you can influence their long-term opinions.

- To communicate that you take your job seriously:

Dressing professionally sends the message that you are serious about the work you do. It shows that you spend time and effort on your appearance, which demonstrates that you care about representing yourself well at work. When you show that you take your job seriously, it helps others see you as someone they should respect and take into consideration.

- To represent your company:

As a member of your organization, you serve as a representative of the company to the public. Whether you're making service calls, visiting clients or speaking with customers in a store, your appearance reflects on the business. Dressing professionally helps you present a positive, professional image of your organization to others.

Even if you dress casually or wear a uniform, making sure you look neat and put together can improve the reception you receive. Employers appreciate employees who consider themselves as company ambassadors to the public.

- To give you confidence:

You can do your best work when you feel your best. Dressing professionally can help you feel empowered and confident to take on new challenges, meet new people and progress in your career. When other areas of your professional life may be out of your control, how you present yourself is something that you can control and use to your advantage.

The image you curate is like your personal brand. It can often communicate a great deal about you to others who don't interact with you. Create a professional wardrobe that speaks to your goals, personality, and creativity.

- To help you feel part of the team:

Being able to work with others is a crucial element of success in many professional environments. Dressing professionally can help you feel like you belong in spaces with your peers and supervisors and that you have valuable insights and ideas to contribute. Your colleagues may be more inclined to include you in important discussions and projects if you appear professional and committed.

- To enhance your credibility:

When you look professional, people respond more positively to you, often engaging more and trusting what you're saying. Dressing professionally can give you an added layer of credibility in your dealings with coworkers, managers, clients and the public.

RESEARCH ANALYSIS

Business attire can trace its roots to historical fashion trends. The inception of the modern men's suit goes back as far as the 17th century. But by the Victorian era some 200 years later, the suit's design was streamlined, and the more austere colors traditionally associated with today's formal business suits were introduced. In the early 20th century, the development of ready-to-wear, buy-off-the rack suits started to replace the more formal frock coat, which paved the way for the modern interpretation that is seen across the world today.

By contrast, the journey for women's workplace attire begins in the very formal 19th century (think buttoned up to the neck and coverage all the way to the ankles). Over time, that formality decreased and evolved with society's overall changing style, with casual blouses, shorter hemlines for skirts and even pants.

Overall, formal dress codes for both genders began to relax in the 1970s with the introduction of new fabrics, textures, and styles. By the 1980s, casual days had begun to enter some workplaces, and the proliferation of that casual sensibility has continued with great speed. Today, many workplaces eschew a formal dress code entirely, or at least have much more relaxed standards than ever before.

WORKDONE ANALYSIS

Employees work more professionally with when wearing branded work attire. It's a psychological effect of wearing custom branded uniforms which make your employees feel they are the face of your business. This ultimately builds up trust in the relationship between your business and your customers.

Branded formal clothes are of different types and designs.

For women, shirt with collars and full sleeves, jacket, skirt or trouser of decent colors and footwears like heels, shoes are preferred. Trouser and skirt can also be styled with fancy tops made of good material like silk etc. so that it will create a luxury look.

But as for India, saree should also consider as formal. There are many companies that prefer saree as their dress code. They can be styled in different form like saree with coat, full or 3/4th sleeve, collar blouse etc.

For men, formal clothing includes trousers, a dress shirt (and maybe a waistcoat or vest), a suit or a tuxedo jacket, some form of neckwear suit accessory, and dress shoes.

Choosing types of fabrics

Using comfortable, durable, and branded material for formal clothing is the priority.

Looking for something a bit more casual? Go for a cotton or cotton blend. It's comfortable to wear, soft against the skin, yet has a more relaxed feel than wool.

If you live in an area with sweltering summer temperatures, choose a lightweight, very breathable fabric that wicks sweat away from your skin, such as linen.

Using fabrics like cotton twill, Polyester-Viscose Windowpane, silk blend, satin and velvet gives a luxury look to your business outfit.

Main and one of the most important things is marketing your business attire ideas or products:

- A strong social media presence
- Optimizing your website.
- Content marketing.
- Local search optimization.
- Paid Facebook ads.
- Email marketing.
- Retargeting ads.

RESEARCH METHODOLOGY ANALYSIS

The method I used to analyze more about my research in "Importance of Style and Dressing In Business world" is by conducting survey in google forms.

Some of the question I asked in my survey are:

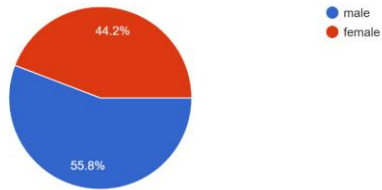
- What do you prefer to wear in your workplace or business meeting?
- Do you feel more confident in formal clothes?
- In India should saree also be considered as formals?
- Does accessories like watch, tie and footwear affect your appearance in your workplace?
- which type of color do you prefer in formals.
- what kind of formal attire would you prefer (for women)?
- what kind of formal attire would you prefer (for men)?

In survey from target people asked for their suggestion related to business attire. Following suggestions received from survey

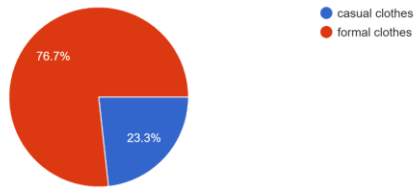
- Avoid anything too bright, trendy, or I'll fitting.
- Any attire which is comfortable and easy to carry should be allowed.
- It should be based on one's convenience and comfort as well.
- It can be made in fabrics which are comfortable to wear.
- Smart casuals can be allowed once a week.
- Wear casual or formal but be confident.
- Saree must be included in the formal wears.
- Your dress should show the seriousness of the work you do.
- I suggest an apron /blazer for women who would like to wear sarees.

GRAPHICAL REPRESENTATION OF ANALYSIS

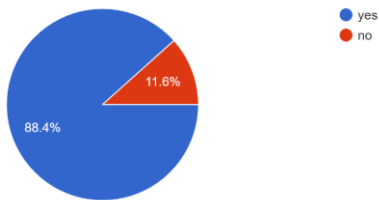
Gender
43 responses



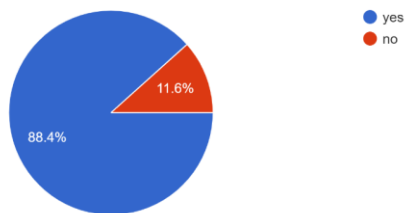
What do you prefer to wear in your workplace or business meeting
43 responses



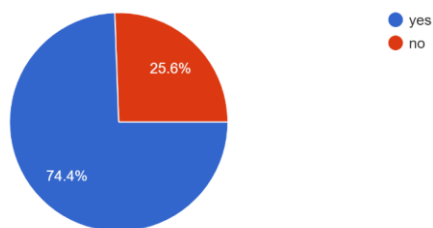
Do you feel more confident in formal clothes?
43 responses



In India should saree also be considered as formals?
43 responses

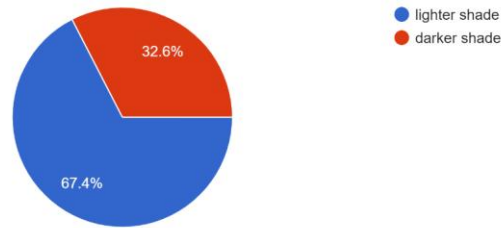


Does accessories like watch, tie and footwear affect your appearance in your workplace?
43 responses



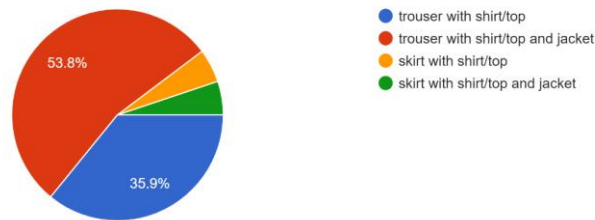
which type of color do you prefer in formals.

43 responses



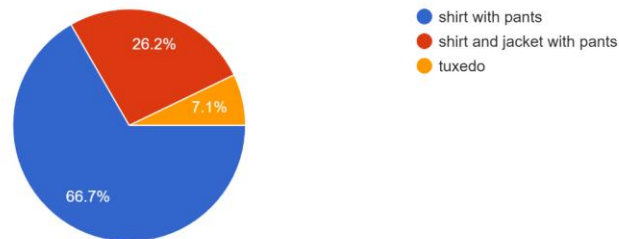
what kind of formal attire would you prefer (for women)

39 responses



what kind of formal attire would you prefer (for men)

42 responses



CONCLUSION

Clothes are extremely important factor when interacting with clients. It can be said to be a part of the occupational responsibility to look professional where interacting with clients is done in a daily basis.

In these situations, dress codes are helpful because they give guidelines to employees on how to dress. By offering guidelines employers can also monitor their employees' appearance, which help them to ensure that everyone is dressed properly. By dressing properly, the employees can enhance their own as well as the company image in front of the consumer.

In the business field, it seems that many companies are using business casual as a dress code. Business casual has gained a lot of popularity and no wonder it is a good way to dress appropriately without the feeling of being over-dressed. Nowadays casual wear has become more acceptable and therefore it has also modified businessmen and businesswomen's wardrobe. What should be kept in mind is that there are differences in casual and business casual wear. Casual wear means clothes that are used during the person's free time whereas business casual is used at work. Casual wear allows different kind of clothes whereas business casual is stricter and for example jeans are not included in it.

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