

Styling Sussex

How to get *and* keep a job

This month **Gay Richardson** looks at how to get ahead of the competition and use your look to create an 'unfair' advantage!

Did you know that you only have four seconds to create a first impression? What do you think your clothes are saying about you? Are you conveying authority, credibility, capability, reliability or no common sense, unreliable, inconsistent and sloppy? What you wear should be appropriate for each situation. The simple way to increase your perceived value, so that you are the *first* hired and the *last* fired is to **dress appropriately**.

Human Resource professionals say that the number one interview mistake is **dressing inappropriately**.

95% of people dress the wrong way for their jobs.

An amazing figure and you could be forgiven for being confused as it is not always easy to know what to wear. One person's idea of casual is no tie, another's is flip flops!

However, there are dressing rules for business and if you follow them then you will, undoubtedly be better off.

Here are 10 most common mistakes that people make with their business attire, they:

1. Do not think that it's important
2. Do not realise that there are rules
3. Do not think the rules apply to them.

4. Think being fashionable is the same as being appropriate
 5. Do not follow what the leaders in their industry are wearing
 6. Feel personal style is more important than their employer's company image
 7. Prefer comfort over business attire
 8. Show too much skin
 9. Do not understand their audiences needs
 10. Do not adjust their clothing as they go up their career ladder.
- In this current climate it is more essential than ever that we portray the correct image, and it could be the secret factor that keeps us in our jobs because if we look the part then subconsciously we are perceived to be just that. Did you see what Michelle Obama wore for the campaign trail? She looked fabulous as she dressed in styles of flattering

colours that also complimented her proportions, body line and scale. She was smart without being flashy. Chic but never stiff. She kept simple lines then added accessories.

I bet she was really glad that she had spoken to me before the election started! (If only!) So remember, you should never underestimate the power of dressing.

"Not a day goes by when I don't pat myself on the back for asking for your help. I really enjoy putting outfits together now and get so many compliments" **Emma, Brighton**

If you would like me to help you update your image, please do call me - Gay Richardson on 01903 538774 email gay@stylemeconfident.co.uk www.stylemeconfident.co.uk



Jackie before Gay

Jackie after Gay