



HK Sports Institute IMPRESS AT FIRST SIGHT FEBRUARY 9, 2012

**With May Mok
M2 Image Consulting
Email: may@m2-image.com
Website: www.m2-image.com**

FIRST IMPRESSIONS

Made in 10-30 seconds



55% - the look

38% - the walk

7% - the talk

“It’s only a fool who doesn’t judge by appearances”

- Oscar Wilde

BEWARE OF IMAGE DESTROYERS

For ladies

1. Messy hair
2. No make-up or heavy make-up
3. Strong perfume
4. Shoes
5. Wearing revealing clothes for work
6. Chipped nail polish
7. Heels that are badly scratched
8. Lipstick on teeth
9. VPL – Visible panty line
10. Coloured undergarments under light colored clothes

For Men

1. Oily hair or hair that's well-greased
2. Scruffy shoes
3. Crumpled shirt (not properly ironed)
4. Shirt not properly tucked in
5. Socks that are loose and gathered at ankles, white socks
6. Trousers that are too short
7. Unshaven look
8. Nasal hair showing
9. Long nails, especially on last finger
10. Belts that are really worn out

DOS AND DON'TS FOR LADIES AT WORK

Style to avoid :

- Fabrics that wrinkle easily
- Fussy or over-detailed styles
- High fashion extremes
- Evening styles, like spaghetti-straps
- Anything that is revealing, clingy, see-through or sleeveless

Colours to avoid :

- Extremely bright colours for main outfit
- Extremely high-fashionable or trendy combinations
- No bright hair colour

Jewellery to avoid :

- Too many pieces
- Noisy jewellery
- Extremely large, hoop earrings
- Evening or glittery jewellery

Shoes to avoid :

- Extremely high heels
- Over-decorated shoes
- Slip-ons or slippers
- Platforms

Tights/stockings to avoid :

- Bright colours or opaque ones
- Dark colours with light coloured shoes

Jacket suits to select :

- Jacket suits in darker colours project more authority and confidence

Jewellery to select :

- Simple, classic styles
- Styles to complement face shapes

Shoes to select :

- Court shoes
- Sling-backs

Tights/stockings to select :

- Neutral colour or a subtle colour that blends with hemlines or shoes

GROOMING STANDARDS FOR MEN

1. The foundation of an attractive appearance is cleanliness. In hot weather, daily showers or baths and daily shampooing of the hair is a must.
2. Always use deodorant or a light spray.
3. Be sure to check your clothes for perspiration smell when you remove them. Never assume that if you bath regularly and use deodorant daily that you cannot possibly have body odour.
4. Never put clothes that you have just taken off directly back into your “wearing wardrobe”. Check clothes for stains, smoke or perspiration smells before wearing.
5. Hair should always be clean, well trimmed and appropriately styled for your job. Visit the hairdresser or barber regularly (4 to 6 weeks). Hair may be styled with sculpturing gel but avoid a very greased look or the ‘wet’ look.
6. Don’t be careless about little things like missing buttons, split seams or loose hems. Make sure that everything you have on your body is perfect – the smallest hole in your socks or spot on your tie can send off negative vibes and undermine your confidence.

7. Always look at yourself in the mirror before you leave home to check your complete look.
8. Your nails should always be short and clean.
9. For good dental hygiene, visit the dentist once every 6 months for check-ups and the removal of plaque.
10. After-shave, if used, should never get onto your clothes.
11. Nasal hair can be very distracting to someone looking at you so be sure to clip them regularly.
12. Be fastidious about your shoes – nothing can negate your look faster than dirty, scruffy shoes. Wear black shoes with grey, navy or dark blue trousers and brown shoes with brown or tan coloured trousers.

Choosing an appropriate style

What is appropriate for different situations?

We can group occasions and appropriate styles of clothing into categories or levels of dress:

- Formal business
- Relaxed business
- Business casual
- Tidy casual

General guidance on levels of dress

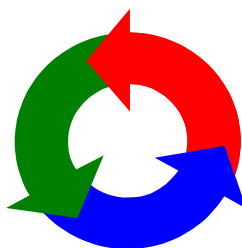
Understanding these style categories can help you to create an appropriate look to suit every occasion.

Formal Business

- Matched suits
- Plain fabrics
- Formal shirt/blouse
- Darkest colour
- High contrast

Business Casual

- Less formal styles but co-ordinated look
- Separates
- Relaxed designs or fabrics
- Brighter/lighter colours



Relaxed Business

- Lighter colours or unmatched suits
- Texture or subtle patterns on suits
- Less contrast
- Less formal shirt/blouse

Tidy Casual

- No jacket
- Unstructured styles
- Fun colours/styles
- Patterns

Key guidelines for effective business dress

- Always be immaculately groomed; hair, nails, clothes, shoes and accessories all need to be well cared for whatever the dress code for the occasion
- Consider your working clothes as an investment for your future success and spend the most on the items you will wear most often
- Co-ordinate colours and weights of fabrics throughout your outfit for a professional look
- Choose structured clothes rather than “floaty” or looser styles, in plain fabrics for the main part of your outfit
- Subtle patterns and textures, stripes, small checks and spots are business-like whilst floral and abstract are less formal
- Darker colours will give more ‘authority’ and lighter colours will be less formal
- Navy, grey, black and blues are still the safest colours for a business look. Complement the main outfit with pastel colours or brighter shades when a less formal style is needed
- Avoid anything too distracting or dramatic

Business Casual

Dressing down does not automatically mean casual. It simply means less formal than traditional business wear. You need to strike the balance between being comfortable and being taken seriously for your abilities. Co-ordination is key; tone and blend colours and weights of fabrics and accessories – this is vital if your more casual look is still going to create the professional impact you want. Clothes should be clean and well maintained. Accessories, such as pens, bags and jewellery that are business-like are important to complete the look. Shoes are usually the items that make the big difference between a truly casual look and a more business-like appearance.

Business Casual dos and don'ts:

Do Wear:

- Shirts or blouses in plain colours or subtle patterns
- Button down, polo or v necks for men work best
- Fine gauge knitwear in plain colours
- Smart chinos or relaxed trousers in business like colours
- Structured fabrics and styles
- Contemporary colours for jackets

Don't wear:

- Scruffy jeans, t-shirts or sleeveless tops
- Chunky or multi coloured knitwear
- Denim
- Colours that don't work together or too many different colours
- Inappropriate accessories (too dressy or too casual)
- Scruffy bags or shoes
- Anything from your evening or holiday wardrobe

Appearance: Using Colour

Colour is an important aspect of the human existence, creating both a physiological and emotional response. It is therefore natural that we are all affected by the colours around us and by the colours we wear. When you choose clothes that suit your individual physical characteristics you will not only look your best but also feel good and get maximum value for money out of everything you buy.

To project authority

To create your most authoritative look, choose from your deepest or brightest colours, and aim for the maximum contrast for your colouring. You will notice that sharp combinations such as black and white are used by those in the public eye who wish to project authority, such as the police. There are many other combinations that will achieve the same effect, without appearing severe.

To project approachability

To create approachability it is best to use the lighter and softer shades from your selection, or choose more colour rather than neutral combinations, and aim for minimum contrast when combining colours.

The effect of colour

These are some common colour associations. (These relate to the western world and, of course, will vary in other cultures and nations.)

Red:	<i>Powerful, dynamic, assertive, successful, aggressive, demanding.</i>
Blue:	<i>Intelligent, professional, trustworthy, conservative, credible, aloof, cold.</i>
Green:	<i>Harmonious, approachable, empathetic, trustworthy, boring, bland.</i>
Purple:	<i>Creative, innovative, confident, good quality, authentic, successful.</i>
Orange:	<i>Youthful, dynamic, fun, energetic, abundant, immature, frivolous.</i>
Pink:	<i>Youthful, empathetic, approachable, innovative, feminine.</i>
White	<i>When combined with a deep shade: authoritative, assertive, and powerful. When worn on its own: empathetic, approachable, and pure.</i>
Black:	<i>Authoritative, assertive, powerful, sophisticated, oppressive, menacing.</i>
Grey:	<i>Reliable, respectable, efficient, lacking energy and confidence.</i>
Brown:	<i>Serious, respectable, supportive, empathetic, approachable, creative</i>

NOTES ABOUT COLOURS:

1. Harmony of colours results when you put together all yellow-based colours or blue-based colours. When this happens, you look pleasing to the eye and understandably; people will react positively to you. If the colours on you are jarring, most eyes tend to avert and you wonder why no one notices you.
2. For men, colour of the shirt should always be lighter than the tie (e.g. white shirt black tie, not black shirt white tie)
3. The tie must repeat the colour of the shirt or trousers
4. For men and ladies, wear only 2 colour families (white is not considered a colour)