

Dress to Impress

This PDF offers, hints, tips and some practice exercises to either print out and fill in or copy.

Whatever your area of study or attitude to fashion, how you look says a lot about who you are. Even if you don't think much about clothes, the chances are that you already have a look or some things that you're more drawn to than others. We hope this gives you some hints to make the most of 'your style' in different situations.

Hints & Tips : Personal Style

Develop a sense of personal style – know what makes you feel comfortable and confident.

This could be structure and tailoring, certain fabrics, colours, items of clothing or signature garments. Perhaps there's an era that you channel, aspects of a character you develop through your clothing, maybe certain labels or designers you follow or perhaps you're a purely functional dresser.

Tip: Whilst Britneyesque re-inventions can be fun, continuity can be important too. Keep up to date but don't change everything all at once.

Hints & Tips : Different Events

Dress appropriately for different events and situations.

Some factors to consider when selecting what to wear are:

- Time – what time of day or night is the event or occasion scheduled for?
- Guest list – who else will be attending – what age groups are they from, how will they dress, what areas do they work in, where do you fit in in relation to them?
- If there's an invitation, does it stipulate a dress code? If it does, stick to it – (“Lounge” is a pretentious way of saying smart casual!).
- Is there an activity involved – food, dancing etc? Wear clothes in which you're comfortable doing these things.

Tip: If you feel overdressed, you probably are – the most important thing is to feel relaxed – the last thing you want is for your clothes to make you feel more self-conscious.

Tip: Wear shoes you know you can walk in – wear them at least once before wearing them out to an important event to save potential blisters / stumbles / strange walk embarrassment!

Activities to help you dress impressively.

Print this out, or copy the format and fill in. Remember every event, occasion, meeting and interaction is an opportunity for you to impress!

Your personal style

These are three words I'd use to describe my personal style.

Dressing Up

Go to an area where you like the clothes shops – these could be high-street or boutique, expensive or low budget. Try finding outfits for the six occasions in the film. Write down why you chose the outfit and how it made you feel. You might want to go into several different shops or do different outfits on different days to avoid unwanted attention!

Why I chose it.

How I felt.

Being photographed in my Studio

A Job Interview

A Business Lunch

My Private View

A Networking Event

A Film Premiere – or swanky party!