

## Dressing for success

Dress like a winner - and the world will treat you like one! As a rule, the more polished and professional you appear, the easier it is to get ahead. That's what power dressing is all about - marketing yourself as an investment in your future and an important strategy in getting ahead. So here are some of the dos and don'ts of dressing well.

Do you look & feel confident, polished and professional?

**Office wear:** Be fairly conservative in your dress - employers can insist on a dress code that projects the 'right' image. Invest in two or more good quality well cut suits each season - you'll feel like a million dollars every time.

**Shoes:** Conform to accepted corporate shoe norms.

**Jewellery & accessories:** Having one or two good pieces is preferable to many cheap items of jewellery. Again, be restrained.

**Make-up:** Go easy on the makeup - and don't make a feature of eye makeup AND lips: it's one or the other.

## Stylists & image shapers

There are many experienced professionals who can help you with a personal makeover. However, when it comes to personal style, you need a consultant who will not only give you an honest appraisal, but will also provide effective ways to emphasise your good points, play down the flaws, and help you face the world with renewed confidence. Choose the personal image consultant that's best for you.

## Shopping guides

Department stores, such as **David Jones**, offer shopping guides as a free service, but you need to book an appointment ahead of time.

Too time poor to go shopping? Consider shopping at one of the following online stores:

<http://www.theiconic.com.au/>

<http://www.asos.com/au/>

<http://www.myer.com.au/>