

Brand You: Professional Business Grooming - Men



Appearance & Grooming:

As per the dictionary Grooming is your Personal care or everything that you do to make your appearance clean and neat.

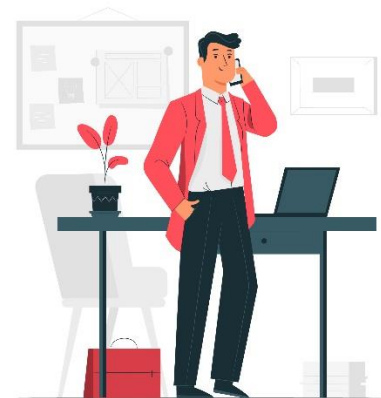
How you dress for work can be a powerful extension of your Personal Brand. How others perceive and receive you depends quite a bit on the impression you create with your grooming and etiquette.

The importance on professional dress code varies between industries. Be aware of company norms and follow them without losing your own personal touch.

General Guidelines

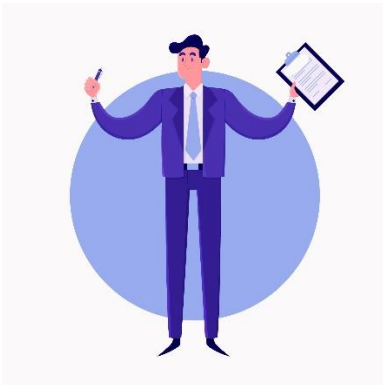
Who doesn't want to look good? All of us know and follow aspects of grooming like donning ironed clothes, combing our hair, polishing our footwear etc, but there is more to grooming than just these.

- There is no one way but some universal guidelines that you could follow include:
- Being neat from head to toe
- Policies on facial hair vary by geography, industry and organization. Basic advice is to keep it trimmed and neat.
It's a good idea to not use too much oil and shampoo your hair to keep it clean.
- Cover Tattoos/body art & Avoid piercings and creative hair styles.
Of course, in fields like, fashion and music and a few other creative areas, piercings and creative hair styles, are fine.
- Clean hands & clipped nails and hands. You will be amazed at how this simple aspect is ignored by many.
- If you wear glasses, make sure the lenses are clean.
- Use a mild cologne or perfume. Too much of it can be overpowering and in bad taste.
- Add to your appeal by wearing ironed clothes and polished shoes/neat footwear.
- Do a quick check of your hair, face, teeth, and clothes before entering a room. Looking good will boost your confidence and that will come across in your interactions with others.



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Business Formal:

- Formal suits/trousers are usually grey, navy, or charcoal. Wearing a suit is optional. Its always a good idea to find out from the organisation, if there is a dress code to be followed.
- Shirts - it's better to use white or light colours. Most formal shirts are usually either plain or with thin stripes. Avoid floral and other prints. Wear the shirt tucked into the trousers.
- Ties are optional. If the company dress code requires it, keep it conservative – the tip to not be too wide and it should touch your belt.
- Wear dark, over the calf socks. Avoid athletic socks. The norm is to wear socks that are the same colour as your trousers.
- Accessories – Leather belt and shoes to be of the same colour. Invest in a good pair of black shoes and belt. Depending on the colour of trousers and shirt, choose black or brown belt and shoes.
- Avoid wearing jewellery.

Business Casual Attire:

Make sure all clothing is neatly ironed and clean and double-check clothing for signs of wear and tear, snip off loose threads and avoid faded or discoloured attire.

- Stylish, solid coloured pants
- Long-sleeved striped shirt, in light or bold colours, with or without a collar
- Socks that match your pants
- Matching belt and shoes
- Tie: optional
- Avoid: Jeans, sneakers, sandals, t-shirts, baseball cap, pants with elastic cuffs, or sweatshirt.



Follow these tips to look well groomed. How you come across to the people around you, impacts all your interactions. Afterall, an outcome of dressing smart and dressing appropriate to the situation is that, you feel confident and in turn affect people positively. Create the right impression .