

Brand You: Professional Business Grooming - Women



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 helps create 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? But there is more to grooming than just wearing ironed clothes, polished footwear, combing your hair etc.

There is no one way but some universal guidelines that you could follow include:

- Being neat from head to toe
- Avoid piercings and creative hair styles. This is something you will have to decide on. Of course, in fields like, fashion, music and a few other creative areas, piercings and creative hair styles will not raise eyebrows.
- Tattoos/body art: If you have any, make sure they are not visible.
- Clean, clipped nails. You will be amazed at how this simple aspect is ignored by many. In a corporate scenario, ladies would do well to use plain, light colours for the nails.
- 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.

- Have a conservative haircut and comb your hair off your face to look neat. Avoid too much oil; shampoo your hair to keep it clean.
- Do a quick check of your hair, face, teeth, and clothes before entering a room. Looking good will boost your confidence and this will come across in your interactions with others. Remember its bad manners to chew gum. At the same time check for bad breath and take precautions against it.
- Add to your appeal by wearing ironed clothes and polished shoes/neat footwear.
- Jewellery & make-up - Conservative. Less is better.



Business Formal:

- Clothes: Dark suit with light blouse with or without collar or salwar & kameez or sari. The choice of attire will depend on the dress code a company follows and what you are comfortable wearing.
- Footwear: neat and polished. Wear low (1-2") heels or anything that is comfortable. Invest in a good pair in a neutral colour. Avoid open toe, sling back or stiletto shoes and flip-flops. It can be teamed up with multiple outfits.
- Jewellery: Keep it simple and to a minimum.
- Hosiery: If you are wearing western clothes - Stockings should be flawless and of a neutral conservative colour. Choose one that matches your skin tone.

Business Casual Attire:

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

Women:

- Dress pants or skirt with sweater and/or blouse
Indian wear – light coloured salwar kameez or sari
- Neat flats, low heels, or dress shoes
- Accessories: Keep them to a bare minimum
Carry a handbag with a comb, handkerchief or tissues

Follow these tips to help you stay with the general norms that grooming follows. How you come across to the people around you, impacts all your interactions. Create the right impression.

