

DRESS

CODE

Simone Janson (ed.)

**GOOD STYLE &
PRACTICAL TIPS
FOR EVERYDAY
WORK**

**BUSINESS ETIQUETTE &
FASHION TRENDS NOT
ONLY FOR WOMEN**

**CONVINCE WITH YOUR
OUTFIT FOR CAREER &
ADVANCEMENT**



TO SUCCESS

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Dress Code to Success

Business Etiquette & Fashion Trends not only for Women. Good Style & Practical Tips for Everyday Work. Convince with your Outfit for Career & Advancement

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Introduction: Information, Experiences of Success, Inspiration - you'll find all that in this Book

Dear readers,

glad we could convince you of the 4th, significantly extended edition, like thousands of readers before. Because this book makes your success tangible: In the following pages, you will not only encounter expert knowledge, but also a wealth of practical tools and resources that can help you achieve your goals and realize your full potential.

Achieve Goals Interactively: Awards, Press Reviews, Customer Feedback

For its interactive concept, the publisher was not only awarded the Global Business Award as Publisher of the Year by Corporate Vision Magazine and supported by the Minister of State for Culture and Media of the Federal Republic of Germany, but also repeatedly recognized in renowned media such as **ZEIT**, **Süddeutsche**, **personalmagazin**, or the special magazine **Personalführung**. For example, the **FAZ**, one of the most influential Newspapers in Germany, attests to us "good actionable tips" and customers like the **Press and Information Office of the German Federal Government** are enthusiastic. You can find many more reviews as well as information on free review copies at <https://best-of-hr.com/press/>.

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Briefly and concretely this is your benefit from this book: You support certified climate protection projects, quickly receive compact information and checklists from experts as well as access to AI extensions and the possibility to individually live your inspirations as an experience. Because the right clothes and charismatic demeanor can promote or prevent a career. Practical questions also play a role, e.g. how comfortable can shoes be or what to wear in the heat? It is crucial for professional success that you know the rules of the game according to which dress codes work in the respective industry. The challenge is to visually highlight and attract attention, but not to violate unwritten laws. Conversely, there are situations in which a skilful breach of the rule, such as overly negligent or funky clothing, manifests your own status - many celebrities and politicians are already leading the way. If you know how to use your clothes in a targeted manner, you can also use them successfully to advance your work.

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Dresscode fashion Effect in everyday work: Is casual clothing more authentic?

// By Simone Janson

Dress code is a difficult topic: Dressing too casually is quickly considered negligent, but those who look too correct are quickly becoming uncool. Apart from that, each group has its own dress code. An overview.

Authenticity or skillful staging?

Some time ago at re: publica: nice people, everything cool, easy-going, casual. Only one thing irritated me: there was actually no business dress code - but somehow it did: an underdress code!

You know that at certain events everyone walks around with a tie and collar and you feel like the well-known colorful dog if you don't meet the dress code. It was exactly the same at re: publica, only the other way around: everyone was walking around in a relaxed manner. You can find that nice now because people act as they are in their private lives, quite authentically.

Beware of manipulation

However, it must not hide the fact that, especially for companies, it is also a business event. Therefore, the casual is just a dress code - a kind of underdress code! The casual dress code at re: publica is just a coherent staging - also because the few panty braces fell out of the frame as particularly bourgeois. Although I personally find ties and suits more authentic at a business event ...

My thoughts also fit well when I attended a lecture by Miriam Meckel: When the speaker set up, I spontaneously thought: "Which student is coming now?" And was then positively surprised that it was Miriam Meckel. From a distance and with her jeans and shaks, she just looked like a student - and many may have thought that to be cool, I think that's exactly what a skillful ingenuity of authenticity is - apart from the fact that the lecture was really worth seeing.

Does dress code have to be boring?

But does business fashion really have to be boring? Not everyone is running around in a job wearing a suit or costume - if you look around in other countries, for example, you will find that office clothes have to be anything but boring. In Dubai, for example, the sheikhs also wear their traditional costume at the business meeting - the local business fashion. Incidentally, I find African business fashion even more

interesting, as I was allowed to examine it at some conferences of the UN:
Colorful, colorful - and not boring at all.

Or to put it in the words of Dita von Teese in your book "Beauty & Glamor: My Secret for Extraordinary Beauty" (published by MVG 2017):

So you want to tell me that Marilyn Monroe, Hedy Lamarr or Rita Hayworth are wrong? I think they did exactly the right thing. Through the magic of their beauty and with the help of some measures that were quite extreme at the time, they turned from ordinary mortals into real goddesses. No one would ever see me in a worn dress or sweatpants - not even Alistair, my cat. A rushing satin morning skirt can be found for little money on Etsy or in vintage shops and puts you in the right mood for a great evening ... or morning. Beauty, glamor and luxury do not depend on your account balance. Real luxury is to use the silk dress or the fine tea cups every day. I'd rather wear a second-hand dress or a bright red 5 \$ lipstick than the hottest jeans brand.

Be authentic: First think about who you are

In the end, it's probably something completely different: namely that everyone does what suits them best. I recently discussed Twitter with a friend who had published a novel. The question was how to advertise the novel via Twitter. So we discuss whether it would make more sense to tweet as an author or as one of the characters in the novel, so as to get the reader straight into the book.

Then she made the ultimate statement, I think, on the subject of social media marketing: "I have to think about who I really am!" Because I think the question must be that of every company and every person who works in does some form of marketing and this applies particularly to social media marketing: "Who am I actually?"

The appearance must fit the person

This is, so to speak, the basic prerequisite for getting across authentically - and authenticity is important in order to be successful at work with its appearance. This also means that everyone does it differently: At Miram Meckel, it is perhaps the jeans for the lecture that look authentic and Dita von Teese would put on a silk dress in the same place.

But the crucial thing is: If careless clothing is given, it is again not original and creative, but often simple - careless. And who wants to look sloppy at work?

Be authentic through clothing: ask yourself the following 6 questions

So if you are considering how best to work in business, you should ask yourself the following questions: