of another person’s perception of you is based on **55%** how you look.  

- Kim Zoller, Image Dynamics

<table>
<thead>
<tr>
<th>Hygiene</th>
<th>Suit</th>
<th>Women's Wear</th>
<th>Men's Wear</th>
<th>Shoes</th>
<th>Accessories</th>
</tr>
</thead>
</table>
| • Shower & wash your hair  
• Choose a simple hairstyle  
• Brush your teeth, floss, & use mouthwash  
• Trim your nails  
• Use deodorant; avoid strong perfumes/colognes  
**Women**  
• Wear minimal makeup  
**Men**  
• Shave; trim & brush facial hair  
| • Matching jacket & bottom  
• Dark colors: navy, dark or charcoal  
• Clean, tailored and freshly pressed  
• Empty pockets to avoid any bulging/jingling of coins  
| • White/cream dress blouse; cotton/silk fabric  
• Opt only for full-length pants or knee-length skirt/dress  
• Tan, light taupe navy/black hosiery  
• Clothing should fit comfortably  
| • White/pastel long-sleeved collared cotton button-up shirt  
• Undershirt  
• Patterned tie that complements suit & shirt  
• Tie should reach your belt line; preferably silk/high quality  
• Trousers long enough to cover socks  
| • Polished leather dress shoes  
**Women**  
• Closed-toe shoes; heels up to 1 to 2 inches; matches suit  
**Men**  
• Black, cordovan or brown classic lace-up shoes; matches your belt  
• Dark socks that match your suit  
| • Turn off cell phone  
• Cover up tattoos  
**Women**  
5 conservative pieces:  
• Watch, 1 pair of earrings, ring & necklace  
**Men**  
2 conservative pieces:  
• Watch & ring  

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