



KENNESAW STATE
UNIVERSITY
COLES COLLEGE OF BUSINESS
School of Accountancy

Dress for Success



Business Attire

Business Professional/Formal

When attending professional events such as career fairs or interviews, making a first impression is vital. For these events, wearing business professional is the most appropriate form of attire.

Men: Professional dress means a dark business suit, conservative dress shirt worn with a tie, and shined dress shoes.
Women: Professional dress means a dark skirted or trouser suit, conservative dress shirt, and pumps (closed toe with a heel). Keep accessories and jewelry to a minimum.



Business Casual

For less formal events, like employer information sessions, students may choose to wear business casual dress. Business casual means neat and appropriate dress that is classic rather than trendy.

Men: Business casual means suit pants or khaki type pants, typically a button-down collared or polo shirt (tie is optional and a jacket can also be appropriate), and traditional black or brown shoes.
Women: Business casual means classic dress pants, a well-pressed dress shirt or blouse (traditional button-down, collared, is often appropriate), and coordinating dress shoes. Also acceptable is a dress or skirt and blouse.



Important at any Level

Your clothes must always be clean, pressed, and in good condition. Proper fit is the key to the look you choose.

Virtual Meeting

In all virtual meetings, you need to dress appropriately for the setting using the above guideline. Dress from head to ankles is all virtual meetings. Wear the matching bottom half of your attire. Shoes could be optional but always keep in mind your appearance and professionalism will translate through the virtual meeting.

**Attention – Every company has different work attire guidelines. Consult with your employer to ensure you are within company expectations.*

Men's Attire

Item	Business Professional	Business Casual
Suit/Pants	Conservative well-pressed suit in black, navy, dark gray, or brown is best. Sleeves of the jacket should extend to the hand. Suit pants should match the jacket. Make sure to remove all exterior tags, threads, and stitching.	Conservative pressed suit pants or khakis are typical.
Shirt	Neat, pressed, and clean traditional long-sleeved button-down collared shirt in conservative and solid colors; avoid bright colors and patterns.	Well-pressed button-down, collared dress shirt or polo shirt; stick to conservative colors. A sports coat is optional.
Shoes	Clean and shined dress shoe, in a traditional black or brown, coordinating with your suit. Wear dress socks in a coordinated color with your suit.	Black or brown leather dress shoe that coordinates with your shirt and pants. Wear dress socks in a coordinated color with your pants and shoe.
Tie	Choose a good quality (often silk) tie in a conservative color and/or pattern that is properly tied. Avoid wearing flashy and bold patterns or character prints that are distracting.	Wearing a sports coat (suit jacket) is sometimes appropriate for business casual; if wearing a jacket, no tie is needed.
Accessories & Grooming	A belt should be worn at all times and should match your suit and shoes. If wearing a watch, make sure it is conservative. Avoid wearing facial/body piercings, which can be distracting. Carry a basic portfolio for resumes. Wear minimal cologne and have a neat and clean shaven appearance. Fresh breath is always appreciated; however, choose a mint versus gum.	A belt should be worn at all times and should match your suit and shoes. If wearing a watch, make sure it is conservative. Avoid wearing facial/body piercings, which can be distracting. Carry a basic portfolio for resumes. Wear minimal cologne and have a neat and clean shaven appearance. Fresh breath is always appreciated; however, choose a mint versus gum.

Don't know how to tie a tie? Visit www.tie-a-tie.net which provides easy to follow diagrams as well as simple step-by-step instructions. When wearing a two or three button suit jacket or sports coat, remember the button rule. When standing, depending on the number of buttons, button either the top or top two buttons – leaving the bottom button undone. When seated, all buttons can be undone.

Women's Attire

Item	Business Professional	Business Casual
Suit/Pants/Skirt	Conservative well-pressed suit in black, navy, dark gray, or brown is best. Choose either a skirted or trouser suit, whichever you are comfortable in.	Conservative pressed dress, dress pants, or skirt in a dark color.
Blouse	Neat, pressed, and clean traditional button-down, collared or simple round neckline shirt in conservative and basic colors such as white or pastel.	Well-pressed button-down, collared dress shirt or blouse. Avoid anything revealing and stick to conservative colors.
Shoes	Clean and presentable dress shoe in an appropriate color matching your suit. Heels are not required but a classic pump is recommended for a professional look. Avoid flashy shoes such as stilettos or platforms.	Clean and presentable dress shoe in an appropriate color matching your pants.
Accessories & Grooming	If carrying a purse, keep it small and in a color that matches your attire. Avoid distracting jewelry and keep it simple. Stay away from flashy make-up and fingernail polish. Make sure you are well-groomed and have your clothes freshly pressed. Carry a basic portfolio for resumes. Fresh breath is always appreciated; however, choose a mint versus gum.	Keep things simple and tasteful. No flashy jewelry, make-up, strong perfume, etc. Avoid wearing facial/body piercings, which can be distracting. Carry a basic portfolio for resumes. Fresh breath is always appreciated; however, choose a mint versus gum.

Make sure that skirt or dress length is to the knee when standing. Also, make sure suits are not too tight and you can sit and move comfortably. Many popular trends feature fashionable suits that are tightly fitted, short in length, and paired with low-cut tops and stiletto heels. Keep in mind that what is fashionable is not always appropriate for business. Conservative attire is the best.

Items to Avoid

Women

Tops	Pants	Color	Shoes	Accessories & Grooming
Tank Tops	Jeans	Bright Colors	Sandals/Flip Flops	Strong or Overpowering Perfume
Cropped Tops	Leggings	Loud Prints	Sneakers	Bright Colored Nail Polish & Makeup
T-Shirts with Slogans	Shorts/Short Skirts	Gimmicky Styles	Hiking Boots/Uggs	Chewing Gum
Low-Cut Necklines	Jogging Pants/Work Out Clothing	Faded Colors	Stiletto Heels	Body/Facial Piercings; Visible Tattoos

Men

Shirts	Pants	Color	Shoes	Accessories & Grooming
Tank Tops/Muscle Shirts	Jeans	Bright Colors	Sandals/Flip Flops	Strong or Overpowering Cologne
Tight-Fitting Shirts	Sloppy & Oversized Pants	Loud Prints	Sneakers/Athletic Shoes	Messy Hair and Facial Hair
T-Shirts with Slogans	Shorts	Gimmicky Styles	Work Boots or Cowboy Boots	Dirty Hands & Fingernails
Stained or Ripped Shirts	Jogging Pants/Work Out Clothes	Faded Colors	White Socks	Body/Facial Piercings; Visible Tattoos





KENNESAW STATE
UNIVERSITY
COLES COLLEGE OF BUSINESS
School of Accountancy