

## Dress for Success?

As the rules regarding business attire become more and more grey, the issue of dress code becomes more colorful than ever. Twenty years ago corporate dress code was all about image. Professional or business attire was **de rigueur**. Then companies like Microsoft came along and **blew the socks off** the stereotypical, polished, suit-clad professional. The desire to wear casual clothing soon spread throughout the service industry. What was once a company policy for suits and ties has become a request for jeans without rips or at least a belt to hold up extremely low-cut waistlines...

The anti-discrimination laws regarding headwear, facial hair or anything else to do with religious beliefs seem very clear-cut in comparison to the question, "How do I tell my colleague that the lace on her push-up bra or the Calvin Klein label on his boxer shorts is distracting clients?" Indeed, popular films and television programs seem to celebrate revealing clothing in the business world.

While companies **advocate** or recommend certain attire, they tend to **shy away from** defining a hardcore dress code. As the rules get increasingly **vague**, dressing conservative and smart seems to have become a personal rather than company choice. The corporate image can no longer be found in a layer of cloth. First impressions must be perceived elsewhere, perhaps in the tone of a conversation or e-mail. After all, shouldn't we speak to succeed rather than just dress for success? SB

## Glossary

<b>advocate</b>	förespråka, rekommendera
<b>de rigueur</b>	etiketten/klädkoden kräver
<b>blow the socks off</b>	om något "blows your socks off", så tycker du att det är spännande eller mycket bra
<b>shy away from</b>	dra sig för att
<b>vague</b>	otydlig, vag