

# Going Business Casual

by Joy Kent



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With so many business settings going casual, knowing what "business casual" requires can be pretty puzzling. In her book "Casual Power" Sherry Maysonave helps you determine how to dress for your business casual audience.

## Appropriate for Business Casual:

- **Smart casual** is worn when going to an informal dinner with friends. This category includes slacks, crisp jeans or skirt with a blouse or turtleneck, belt, jacket or coordinating sweater and jewelry, shoes and hosiery to complement your overall outfit. If you wear jeans you need to wear a jacket or sweater to upgrade the total look.
- **Dressy casual** is worn when e.g., going to an opening of a new art exhibit. This type of clothing includes a pant suit, a dress or coordinating separates. The important factor "well-coordinated and accessorized" outfit. No jeans are worn in this category.
- **Business casual** clothes are well tailored garments from smart and dressy casual.

**Inappropriate for Business Casual:** On the other hand, the following casual categories are not appropriate to wear to work because they take away your power and authority, and diminish the impression you project to others.

- **Active casual** are clothes you would wear to the gym, running, biking, or playing tennis.
- **Rugged casual** are clothes you would wear in outdoorsy activities like hunting, fishing backpacking, rock climbing.
- **Sporty casual** are what you would wear when running errands and generally hanging out.

Please call or email me and let's arrange for a **business casual clothing consultation**. In the comfort of your home we'll look at the business casual clothing in your wardrobe and then identify some great clothing options. The goal of this consultation will be to create your own **Personal Business Casual Clothing Profile**. Within three business days following our consultation I'll send you your **Personal Business Casual Clothing Profile** by mail or email attachment.

Wouldn't it be great to feel good wearing business casual clothing you are confident will both convey a professional image and support your career goals?

Value: \$250 (1 1/2 hour consultation (+) transportation)

**Your Cost: \$175**

"If you do not find benefit in the information you receive within 30 days you will receive a full refund."

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