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## DRESS FOR SUCCESS

First impressions count – and if you want to make a lasting one, we suggest you heed the advice of Savile Row designer Paul Jheeta

### 1. Be comfortable in your skin

Lasting first impressions count, so wear something you are comfortable in while not overriding your individual style. You should exude a positive energy and a strong presence, and not come across as uncomfortable in any way, which can happen if you aren't careful to be yourself with your choice of clothes – it's amazing how much visual distraction can detract from performance. Get it right and your audience will be "with you", and may well help you to play better and impress the boss.

### 2. Comfortable, but always presentable

Of course, comfortable does not mean casual or poorly turned out. Look for the right fit, some quality pieces, and always be neat and tidy. To get ahead professionally, you need to look at yourself first. Being well-dressed will go a long way in making you feel confident and authoritative. It's what gains you immediate respect.

### 3. Be situation appropriate

One outfit does not fit all situations. Tweak your wardrobe according to the event at hand.



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For example, you can lose the boardroom jacket for a breakfast meeting or loosen up for an after-work cocktail party. Accessorizing, layering, mixing and matching saves time and gives you the flexibility to change according to the situation without much hassle. It could be as simple as keeping another tie handy to go from day to night, or changing just the colour of your shirt (lighter for day, darker for dinner). This is especially important to

keep in mind when travelling on business so you don't overpack.

### 4. The basics

Do not shy away from modern trends; you may want to combine colour and textured fabric with your formal suit to stand out at the office, especially if you're in an industry where people notice fashion details. But whatever your personal style, there are some basics every working man should have in his

wardrobe: At least two classic, single-breasted, one-button, peak-lapel bespoke suits, in navy, grey or fine pinstripes – one a wool/cashmere blend for the colder months, and the other a cotton/linen one for summer. Crisp white or cream shirts that can be accessorized with a silk knitted tie, cufflinks and/or a silk pocket square. And a pair of plum or brown formal shoes. Remember, the details matter – and yes, people do notice. ☺



## THE ART OF THE BUSINESS DRINK

**When you're cocktailing** with colleagues or hammering out a deal, opt for vodka. Research has shown not only that the clear liquor is one of the most effective types of alcohol for squashing stress but also that it causes the least physical fallout. Brown liquors contain higher concentrations of congeners, by-products of fermentation that lead to rough mornings after. Beer and wine are worse: "They have too much yeast and sugar, which not only leads to bad hangovers but also tends to cause people to have cravings for dessert and snacks," explains Jeffrey Morrison, MD, the author of *Cleanse Your Body, Clear Your Mind*. "A vodka soda is the best drink to have. That or a shot of tequila."