

Household Hints

Business Casual Or Casualty?

(NAPSA)—If you're confused as to what is acceptable business casual wear, you're not alone. According to a recent survey, more than one out of 10 Americans say they have been spoken to for dressing inappropriately on business casual days—and it's not just employees who are confused. For example, in Boston, bosses have been spotted wearing nothing more than a Speedo and bosses everywhere are reported to have an unnatural predilection for Hawaiian shirts.

The survey, conducted by Rowenta Inc., the leading manufacturer of high-performance irons, confirmed that Americans are sporting some bizarre business casual wear and are ironing an average of nine percent more because of business casual.

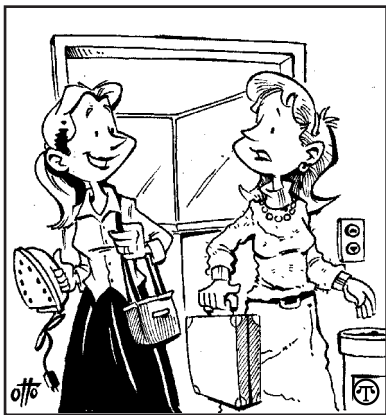
Indicating that Americans place a priority on appearances—but may lack the appropriate knowledge or equipment to maintain that look—94 percent said they would respond more favorably to someone who is neatly pressed and, ironically, 18 percent said they would consider wearing a wrinkled garment to work.

For those Americans who are ironing more, some for the first time, the following tips may come in handy while planning and preparing to dress for a business casual day at work.

Guidelines and Tips For Dressing Appropriately For Business Casual

• **“Confirm, Don't Squirm”**—Avoid awkward situations such as being dressed inappropriately for a meeting by confirming with your boss what the specific dress code guidelines are.

• **“When in Doubt, Press it Out”**—Have you ever looked at a



If you're wondering whether to iron your business casual wear—you probably should.

wrinkled garment you're about to wear and asked yourself if you can get away without ironing it? That's your signal to break out the ironing board and iron.

• **If the last tip scares you, have no fear.** The following basic ironing tips will help you look your business casual best every day.

—Hang garments immediately after ironing them. Never wear a garment immediately after ironing; always hang the garment for a few minutes to allow the press to set.

—When using starch, first spray the underside of the garment, then roll the clothing into a ball. This allows the fabric to absorb the moisture before you iron.

—When ironing, use a back-and-forth motion, not circular strokes. Circular strokes can stretch the fabric.

For other tips and information about garment care and ironing, you can visit Rowenta's Web site at www.rowentausa.com.