

newsworthy trends

Goodbye Casual Dress; Hello Business Attire

(NAPSA)—Looking more professional in the office gives workers more confidence and creates a competitive edge for them. That may be the primary reason why many corporations are urging their employees to go back to more formal business attire.

In response, women at many top financial firms and other companies are replacing bare legs and open-toed shoes with sheer hose and closed pumps. The Hosiery Association, which monitors apparel trends, says many realize more formal attire can help boost their careers.

“We are seeing a trend back to more formal business attire in the workplace,” said Sally Kay, the President of The Hosiery Association. “Since the working environment is much more competitive due to the struggling economy, first impressions are critical. Hosiery is key to giving women a more polished, professional look. It’s a matter of establishing their own personal brand identity.”

The industry continues to offer a variety of hosiery to meet every working woman’s needs. Here are a few options:

- **Nudes:** Made of innovative yarn that enhances natural skin tone. This is for women who want to show off their legs and still have a polished and professional look.

- **Business Sheer:** For everyday use. Not as sheer as ultra sheers, they’re more durable.

- **Circulation Enhancing:** An innovation aimed at women who are on their feet a lot, these are knit from a combination of slightly



Women are working on ways to stand out in today’s more formal business climate. The right sheer hosiery, many say, gives them a leg up.

heavier nylon and spandex yarns. They can reduce leg fatigue by gently applying pressure to key points on the leg, massaging and increasing circulation in the legs.

- **Fashionable Alternative:** More formal doesn’t have to mean an end to creativity. There’s an array of hosiery options, such as nude fishnets, herringbone and textured hosiery. Pair these with skirt suits or business dresses for an added touch of individuality.

Hosiery dos and don’ts, proper care and sizing tips and other information is at www.hosieryassociation.com.