

Dress For Success

The Road To Success May Run Through Your Closet

(NAPSA)—What you wear can have more impact on your self confidence than you think, experts say.

A recent study shows that people believe their clothes have the power to give them confidence. They think if they're dressed "for success" they'll be more successful. One in four people surveyed even claimed to have a "lucky" outfit.

Additionally, the survey revealed that people feel less confident when clothes do not fit properly or are wrinkled.

"Confidence is something we can all have. One of the easiest ways to start developing confidence is to know how you look your best," said Dr. Judith Briles, confidence expert and author of the new book *The Confidence Factor* (Mile High Press). "A common mistake people make is they underestimate the 'wrinkle effect'—wrinkled clothes can convey the wrong message to people and erode your self-confidence."

Dr. Briles offers the following real life advice to help develop the confidence people need:

Appearance

- Know your best colors and most flattering styles;
- Wear clothing free of wrinkles; for a quick fix use Downy Wrinkle Releaser to remove wrinkles from clothing anytime, anywhere;
- Smile—it can say a thousand words.

Renewal

Keep learning all the time. In fact, the survey found that the number one thing people see as a common trait in confident people is openness to new ideas and concepts.



According to some experts, looking your best can help you feel more confident.

Perseverance

Don't let failure erode your confidence. The ability to bounce back from failure was one of the top characteristics of all self-assured people noted in the survey.

Create Bravos

Post small notes around your home or office with the compliments people have paid you written on them and keep a file of positive letters you have received to refer to when you need a boost of confidence.

Taking that first step to develop self-confidence can be done easily. For instance, try using Downy Wrinkle Releaser for a quick appearance renewal.

"Downy Wrinkle Releaser relaxes and smooths fabrics to remove wrinkles without an iron. I love the way it removes wrinkles from my khakis, polo shirts, knit separates and cotton skirts," says Dr. Briles.

For more information on Downy Wrinkle Releaser, log onto www.spraytugsmooth.com.