

Dress For Success

How To Dress To Feel Your Best

(NAPSA)—Clothes have the power to change the way women look on the outside and can affect the way women feel on the inside. An updated version of Mark Twain's adage might even be "the clothes make the woman." This is especially true when you're getting ready for an interview, when feeling positive about who you are can pay off with the ultimate dividend—a good job.

The idea that being well dressed can literally help transform someone's life was the inspiration behind the creation of the not-for-profit organization Dress for Success®, which uses donated business attire to help disadvantaged women seeking employment in today's competitive marketplace. The women who successfully land a job discover they are capable of not only getting back into the workforce, but also staying employed and building an opportunity to develop their careers and enrich their lives by participating in the organization's career workshops and seminars.

"We couldn't offer that support without the help of everyone from local communities to major corporations," says Joi Gordon, chief executive officer of Dress for Success Worldwide.

"Everyday citizens donate suits and companies help us to provide women with important employment counseling and career development programs," Gordon said.

"In the shared goal of empowering women to lead more confident lives, Stayfree® brand recently donated \$100,000 to Dress for Success. Stayfree® brand also enlisted celebrities such as Courteney Cox and Star Jones Reynolds to design one-of-a-kind butterfly T-shirts that were auctioned off on eBay with all proceeds going to Dress for Success. They truly understand



When you're out in the workforce, it's important to be able to dress in a professional manner.

the importance of helping women achieve their potential. Even their new butterfly logo perfectly represents the power of positive change that we encourage!" she added.

According to the interview experts at Dress for Success, whether you're entering the workforce for the first time or already have an impressive resume, it's always smart to keep these workforce fashion tips in mind:

- No matter what you wear, your clothes should always be neat and clean. Remember, even casual attire should never look sloppy.

- Don't forget to look down! Shoes should be in good condition and, like clothes, should be appropriate for an office atmosphere.

- When investing in basic pants, skirts and shoes for work, you can never go wrong with black. It's always appropriate, versatile for all seasons and works with all other colors.

- Even though many offices are "business casual," an interview requires more formal dress. A simple skirt or pantsuit is usually the right choice. And don't over-accessorize—less is definitely more.

To find out more about Dress for Success, log on to www.dressforsuccess.org.