



# **5 SECRETS FOR SUCCESS** In Business Dressing for Men

Dressing Properly for Business and Interviews

Written by:

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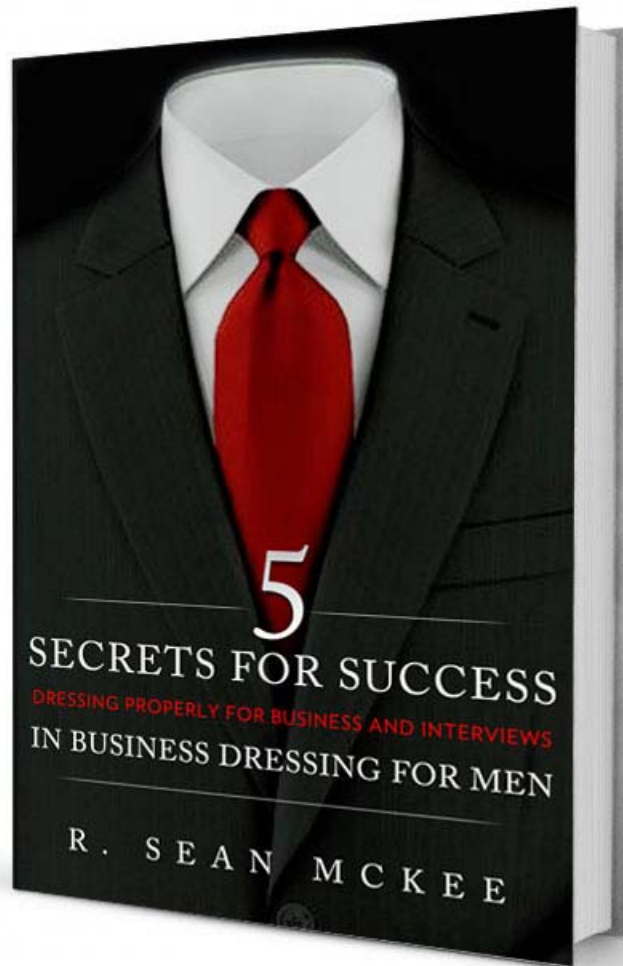
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*5 SECRETS FOR SUCCESS in Business Dressing for Men*



*Dressing Properly For Business and Interviews*

**5 Secrets for Success** in Business Dressing for Men- Dressing Properly for Business and Interviews

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## Foreword

My goal in writing this book is to give men the basic information necessary for properly selecting and maintaining a quality wardrobe for business interviews and for the business workplace. Often times, men lack a complete understanding of the primary details associated with dressing properly. This book will help them select the proper business attire to be successful in their respective careers.

I encourage you to pass on this free PDF version of the **5 Secrets Success in Business Dressing for Men** to your friends and colleagues. They too may appreciate the guidance that this book provides in their quest to be successful in their business lives.

For further information on the subject and to sign up for the informative inbox magazine, go to: [www.overdressedatwork.com](http://www.overdressedatwork.com)

Thank you,

R. Sean McKee,

CEO and Master Haberdasher, R. Sean McKee Executive Clothiers

## Chapter 1 - Quality over Quantity

### Secret #1

The way you dress may play a key role in finding a job, maintaining a certain job status, or for career advancement opportunities. There are some that argue that having a large number of ordinary outfits for work is better than having a few high quality ones. I would strongly disagree! If your goal is to impress customers, superiors, and fellow workers, then having quality garments is vastly better than having ordinary or below average clothing. It is much like customizing a car. For example, by adding high quality add-ons to your vehicle, such as custom wheels, the quality of the add-on will serve to upgrade the rest of the vehicle's appearance. Low-end wheels however, will do nothing but de-value the car. In the same way, you can buy a high quality worsted wool sport coat to "dress-up" everything else that you are wearing. You too can be "customized"!

What follows is an explanation of why dressing for job interviews and workplace in high quality, well-fitting garments is a good idea, and where you might find quality clothing at reasonable prices.

### Why high-quality clothing you ask?

It is like anything else, quality shows! Quality shows in how it looks from a distance and up close. At close range, the actual details of the material will be visible. From a distance, the way the materials "drape" your body will be apparent. Good quality materials, when fitted correctly, seem to accent the best parts of your body while de-emphasizing the less attractive parts. High quality clothing made with good fabrics look fresh all day long. Obviously, the better the material used in the construction of the garment, the longer its useful life. This type of durability without a doubt saves you money.

One basic rule that holds true for all good clothing is that is made from 100% natural fibers. There are some exceptions, but buying clothes made out of pure fabrics will be more durable, look good up close, and wear well. Here are a few natural fibers to consider:

**Wool-** this is the most widely available natural fabric and is quite versatile. Wool breathes well, can hold color dyes, resists wrinkling, and is available in a number of weights and weaves. Wool garments can be purchased along a wide spectrum of quality, so shop carefully to find the best grade of wool. Good quality wool is available in numbered grades: Super 100, 110, 120, and 150. The finer the wool fiber, the higher the grade number; the finer the wool fiber, the more wool necessary to create a tighter weave. A tighter weave means less wrinkles and creases in the



wool, and usually a higher price tag. Wool can be processed either as worsted or woolen yarn. Worsted yarn is spun tightly. The result is a strong, smooth look and feel. Woolen yarn results in a fuzzy, loose and sometimes bulky look.

**Cotton-** if you live in warmer climates, cotton is the fiber of choice for suits, pants, shirts and undergarments. Cotton breathes better than any other natural fiber. The main drawback with cotton is that it wrinkles easily and can look “rumpled” in the latter part of the day. Poplin is a popular cotton material used for lightweight men’s clothing and is seen often in warmer climates.

**Linen-** my favorite natural fabric is linen. If you didn’t already know, linen is made from the flax plant. This material has a naturally casual look and is not typically appropriate for formal occasions. There are a number of other drawbacks with this fabric. It wrinkles very easily and stains are hard to get out. Linen is often a fabric of choice in tropical climates and frequent trips to the dry cleaners are just part of the deal. In my opinion, there is nothing like a fine linen sport coat paired with some nice slacks for more casual occasions.

Avoid clothes made with polyester and microfiber. These synthetic materials don’t breathe very well (microfiber isn’t too bad, but not suitable for formal clothing) and they almost always look shiny and cheap.

No matter what fabric you choose, dry-cleaning garments will shorten their life spans. In lieu of dry-cleaning; brush suits and coats often, always hang your garments appropriately, and steam clothing when possible to remove wrinkles. A good suit bag is also a good idea for traveling or storage.

## **Fitted v. “off-the-rack” clothing**

Custom fitted garments will accent the positive aspects of your body type and minimize your weaknesses. This is perhaps the most powerful part of getting your clothes to fit properly- it will send a clear message about your intention to be the best you can be.

There is additional cost for custom fitting your clothing, but if you can fit it into your budget it may be well worth the extra investment. This is particularly true for those of you that are “hard fits”. For example, if you have a big difference between the measurements of your chest and waist, also called the “drop, you will have problems with off the rack clothing. Most off the rack nested suits (suits where you buy whole suit together) for example have a standard 6 inch “drop”.

There is some terminology that has fallen out of usage in recent years but means everything when talking about custom fitting. The phrase “custom bespoke tailoring” refers to clothing that is tailored specifically for one customer. The word “bespoke” is defined as “to speak for something”. In other words, this type of tailoring is for those that have something to say about themselves. It is said that once you try a bespoke tailored suit, you never go “back to the rack”!

For quality bespoke suits and custom-fitted men’s wardrobes, designed and fitted in the comfort of your home or office, contact:

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**R. Sean McKee Executive Clothiers** at: 248-789-5815.

If you can't afford a "made to measure" suit, look for "brick and mortar" or online retailers that sell "separates" so you can purchase the suit coat and pants separately, particularly if you are a "hard fit".

## Where to shop for bargain, high quality garments

The best way to snag high quality clothing at reasonable prices is to shop the "end of season" sales at high-end retailers. Keep in mind that the fall/winter fashion season (full retail prices) ends in December or January, so mark-downs begin then or sooner. The spring/summer fashion season ends in June/July, so grab bargains then.

Discount retailers and factory outlet stores sometimes offer tremendous values because they purchase close-out inventories from department stores and high-end manufacturers. It is important to check these stores regularly (monthly) because inventories tend to change rapidly.

Online clothing retailers have become quite aggressive in their selling strategies of late. Online stores such as Amazon and Nordstroms occasionally offer deep discounts on name brand men's clothing.

One of the worst retail environments in decades has prompted a number of high-end retailers to get innovative. Renowned retailer Stanley Korshak's of Dallas has recently started selling their merchandise on Ebay. There are several other quality retailers following suit so to speak...so surf the web occasionally for good values on quality men's attire.

## Conclusion

They say that self-confidence is 90% of the "battle" in life. Improving the way you look for a job interview or for the workplace can go a long way in the confidence game my friends!

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## Chapter 2 – Dressing for a Job Interview

### Secret #2

Confidence is something we all need when entering that somewhat hostile territory called: the job interview. It often feels like the atmosphere created by the interviewer is meant to be difficult, so being sure of how you look can help ease the unfamiliarity of the situation. Preparing yourself for success in job interviews starts first with what you know and what you can offer a given organization, but how you look can be that extra something needed to secure the position.

The first task at hand is to evaluate how formal the company culture is before you start laying out the appropriate attire. Some keys to the formality of the interview come from the type of industry (and whether it is a “start-up” industry or an aged Fortune 500 company), and how your colleagues and prospective supervisor dresses. Be careful about the big boss’s attire though. I don’t think you want to wear a hoodie and jeans to a job interview at Facebook, even though Zuckerberg apparently doesn’t have anything else in his closet (a very large closet however-he reportedly has over 1 billion hoodies, or is that dollars?).

First, let’s talk about how to dress for a formal interview and some ideas on how to approach attire for an informal interview. Lastly, some tips on basic hygiene and jewelry.

### Formal Interviews

Formal interviews will require attention to the quality, color, and style of your clothing. Go for high quality clothing made of all natural fibers. Choose styles and colors that are on the conservative side. There are only a few exceptions to these rules, such as an interview for a position as a fashion designer or rock star’s apprentice. The ensemble pictured here is appropriate for a formal job interview.



Suits- Most traditional career-oriented jobs will require a suit and tie for a formal interview. When picking out a suit, stick to the basic colors (grey, navy blue). For executive positions, it is acceptable to wear suits with faint pin stripes. It is imperative that you have a quality suit made out of natural fibers (typically wool). Inexpensive suit coats or slacks made out of synthetic materials tend to look far too ordinary for such an important occasion.

Shirts- A white medium-spread, collared, shirt with button cuffs will always provide good contrast with the rest of the suit and particularly with the tie. Wearing a colored shirt is acceptable too as long as it is closely matched with the suit and complements the color of your complexion.

Ties- A quality silk tie should be considered for a job interview. You have some flexibility in tie selection, but go with solid primary colors for more conservative industries (finance, insurance, government) and opt for more colorful, patterned ties in more liberal industries (health care, design, computer technology). Shoes and Belts- Polished black leather shoes and matching belts always work well for formal job interviews.

Pocket Square - use a pocket square (folded handkerchief) that compliments the color of the suit and tie. Do not use the exact same color or pattern of the tie for the pocket square, it would look odd.

## Less Formal Interviews

In the case of less than traditional career-oriented jobs, a suit and tie may not be required but dressing slightly better than everyone else in the office is probably a good idea. “Casually dressed up” is a good way to think about it.

Blazers- A navy blazer can dress up just about anything, so always include that item in your interview repertoire. Keep the blazer on the conservative side (no wild patterns or colors). A darker-colored blazer (black is acceptable too) is advisable, because it is a more classic look and it can be slimming. The ensemble pictured here is a good example of an outfit for a less-formal interview.

**Note:** Blazers are solid-colored, while sport coats have patterns.



Pants- A navy blazer can be worn with medium to dark grey or khaki-colored trousers. Black blazers can be worn with grey or taupe-colored slacks.

Shirts- A white medium-spread, collared shirt with button cuffs will always be an appropriate choice for less formal interviews. Wearing a shirt that is “business blue” is acceptable too as long as it is closely matched with the outfit and complements the color of your complexion.

Ties- a tie isn’t always necessary for informal interviews, but it can set you apart from the crowd.

Shoes and Belts- Polished leather dress shoes and matching belts are required to land that dream job.

**Hygiene**- it should go without saying, but showering as soon as possible before the interview will increase your chances of success. At the very least, a good shower will reduce the chance of flies attacking you and your interviewer during the meeting! Make sure your teeth (assuming you have them) are clean and shiny so that winning smile can nail that job. Guys, let’s not forget that about that breath. Brush those fangs and use breath-fresheners. My favorite long-lasting breath mints are Tic-Tacs. Gum is good too. Even bubblegum is acceptable but blowing bubbles won’t likely impress your would-be boss. (I personally believe that epic bubble-blowing is a lost art!). The problem with gum- it is way too easy to forget you are chewing it. You don’t want to end up handing a sticky wad to the receptionist right before the interview because there isn’t a trash can. I guess this all works against you so on second thought- lose the gum. I know some you old-school guys think that a generous splash of Aqua Velva is an automatic upgrade to your persona but don’t flatter yourself. Most people, women in particular, will appreciate it if you forgo the “splash-from-the-past” and go with a modern clean-smelling you. Lastly, keep those claws trimmed and cleaned for that next successful job interview.

**Facial and Head Hair**- it certainly depends on the industry and the culture of that industry (see Formal v. Informal Interview tips above) but most of the time the clean-shaven, short hair look is best. Stylishly long hair may be appropriate for some people, but long; un-kept hair is usually out these days. Facial hair is optional in most of today’s career-oriented jobs, but for a successful interview, I would suggest the clean-shaven look for most interviews. As far as hair color goes, keep colors as close to natural as possible and for those fighting age bias (the subject of age bias should be covered in an entire book!), a little less grey may be beneficial.

**Jewelry**- as much as you love that nose ring your girlfriend bought you, and she says it “really fits your face”, you better drop that thing like a bad habit! Earrings are also not advisable because they often send mixed messages. Men’s necklaces are also out unless you are applying for a job as a sunken treasure hunter. A wedding ring (if applicable) and a wristwatch should be the maximum amount of jewelry for an interview, unless you are interviewing to be an opening act for the Stones, in that case, don’t forget the eyebrow rings! Cufflinks are recommended for more formal interviews, but keep them basic in style and save the fancy ones for after you land the job.

## **Conclusion**

At the end of the day, it should primarily be about what you know and how you can contribute to a particular organization or company that gets you that job. But in today’s super-competitive job market, you need every advantage possible. Dressing appropriately for a job interview just may be that advantage!

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## Chapter 3- Fit & Style

### Secret #3

The way you dress may play a key role in finding a job, maintaining a certain job status, or for career advancement opportunities. Perhaps the most common problem with men dressing properly is the actual fit of the garments. The majority of men in America purchase garments that are one to two sizes too large, resulting in an unattractive fit and un-kept look. Loose clothing may be more comfortable but will not emphasize the positive attributes of your body. A well-tailored suit will promote your most attractive features and de-emphasize the less flattering parts. The style of the garments is also critical to success in the business world, although classic styles never seem to go totally out of fashion, and choosing the classics will serve you well for a longer period of time than trendy styles. Some industries and business sectors may require that the garments be currently fashionable, such as entertainment and the fashion industry itself, so keep that in mind when shopping for quality clothing.

Keep in mind that a suit is expected in most job interview situations and is also required in many office environments, depending on the culture of the operation. The fabrics for suits for interviews should mainly be darker in color and the patterns minimized. A good choice for a shirt is light in color. Shoes, ties and belts should be conservative in style.

We will organize this section by body types, with subsections on the proper style and fit of particular garments.

## Tall Men

**Jacket fit-** The silhouette or overall shape characterize proper jacket or sport coat fit for all men. The key to a good jacket fit for a tall man is that it should remain relatively stationary and the fabric should not tug when you move around. Tall men should consider jackets with flap pockets and ticket pockets to “shorten” them rather than elongating them. A jacket/coat with two buttons is recommended for tall men over a three-buttoned version because fewer buttons will tend to widen the face and shorten the torso. Choose styles and colors that are on the conservative side for job interviews.

**Shirt Fit-** A shirt collar with a wider spread will widen the face, which may be necessary for tall men with thin faces. Shirts, unlike jackets, are meant to be worn as close to the body as possible. A cotton shirt is a good choice because it can be worn tightly and still remains comfortable. The proper fit of a shirt is obtained by selecting a shirt where the collar meets neatly at the throat without overlapping or being too tight to button. The collar should also extend about a half an inch above the collar of a jacket or coat. Ideally, the shirt should extend about five inches below the waistline of the pants to assure good “tuck in”. The cuffs of the perfect shirt should reach to the point where the hand joins the wrist.

**Pant Fit-** Tall men should consider pants with cuffs to “shorten” their overall appearance. The cuffs should rest directly on the top of the shoe and cover up to two thirds of the shoe’s length. A good pant fit includes a proper taper. The pants should be wider at the top of the leg than at the knees, and wider at the knees than at the legs. Pleats are also recommended to reduce the appearance of size. Suspenders are an option for extra-thin body types, but stick to solid, primary colors. The important point to make with a tall body types is that the impression you want to give to colleagues through your style and fit is one of professionalism, not egotism.

**Shoes and Ties-** Wider ties and bulkier shoes will also serve to lessen the appearance of height.

## Heavy-Set Men

**Jacket fit-** The key to a good jacket fit for a heavy man is that it should remain relatively stationary and the fabric should not tug when you move around. Heavier men should consider two-button suit coats/jackets with peak lapels if possible to carry the eye away from the waist area. Comfort is still important particularly if your job requires that you sit for long periods of time. A double-vented jacket will allow the best range of motion and still maintain a wide square of fabric that moves with the motion of the legs below. Choose styles and colors that are on the conservative side for job interviews.

**Shirt Fit-** Shirts, unlike jackets, are meant to be worn as close to the body as possible. A cotton shirt is a good choice because it can be worn tightly and still remains comfortable. The proper fit of a shirt is obtained by selecting a shirt where the collar meets neatly at the throat without overlapping or being too tight to button. A longer shirt will allow for a proper “tuck in” for



heavier men. The collar should also extend about a half an inch above the collar of a jacket or coat.

**Pant Fit-** It is often a good idea for heavy-set men to wear braces instead of belts. Braces will allow the pants to be worn at the waist (instead of hips) where they can fall smoothly past the belly, avoiding the unsightly bulge. (Note: Braces are fastened with buttons inside the trousers, whereas suspenders clip on to the pants.) Belts on the other hand tend to fit under the belly, whereby accentuating the bulge. It is advisable not to use cuffs on your pants if you are a heavyweight. A good pant fit includes a proper taper; the pants should be wider at the top of the leg than at the knees, and wider at the knees than at the legs.

**Shoes and Ties-** Heavy-set men should wear thin shoes, and bold ties that go down to the waistband of your pants.

## Short Men

**Jacket fit-** The key to a good jacket fit for a shorter man is that it should remain relatively stationary and the fabric should not tug when you move around. Shorter men should avoid longer jackets and stick to shorter ones to give the appearance of longer legs. Pin stripes and chalk stripes are your friend because they lengthen the overall look of your body. Make sure the stripes are not too widely spaced however. Dark, solid-colored jackets are recommended for short men. Choose styles and colors that are on the conservative side for job interviews.

**Shirt Fit-** Shorter men need to select shirts with vertical stripes and longer, pointed collars. Shirts, unlike jackets, are meant to be worn as close to the body as possible. A cotton shirt is a good choice because it can be worn tightly and still remains comfortable. The collar should also extend about a half an inch above the collar of a jacket or coat.

**Pant Fit-** Shorter men should consider pants with no cuffs and no pleats, if possible, to enhance the appearance of length through the legs. A good pant fit includes a proper taper. The pants should be wider at the top of the leg than at the knees, and wider at the knees than at the legs.

**Shoes and Ties-** Shoes can be of normal length and width, without being too small. Ties should be tied with narrow knots (no Windsor's).

## Athletic Men

**Jacket fit-** The key to a good jacket fit for an athletic man is that it should remain relatively stationary and the fabric should not tug when you move around. In order to minimize bulk, use single-breasted, two-button jackets and sport coats in darker colors. Consider slightly padded or natural shoulders on the jackets. Athletic men can be difficult to fit because of the difference between the waistline and the chest (the drop) can be extreme. A rule of thumb is that if your drop is more than 8 inches, you need an "athletic cut" suit and if you have a drop of 10 inches or

more you will need a custom or “made to measure” suit or sport coat. Choose styles and colors that are on the conservative side for job interviews.

**Shirt Fit-** Shirts, unlike jackets, are meant to be worn as close to the body as possible. A cotton shirt is a good choice because it can be worn tightly and still remains comfortable. Athletic men should pay particular attention to the fit of the collar. A collar that is even slightly too tight will enhance and enlarge the appearance of the neck. The collar should also extend about a half an inch above the collar of a jacket or coat.

**Pant Fit-** Athletic men can use cuffs and pleats if they wish. The cuffs should rest directly on the top of the shoe and cover up to two thirds of the shoe’s length. A good pant fit includes a proper taper. The pants should be wider at the top of the leg than at the knees, and wider at the knees than at the legs. A good pant fit includes a proper taper. The pants should be wider at the top of the leg than at the knees, and wider at the knees than at the legs. The important point to make with athletic body types is that the impression you want to give to colleagues through your style and fit is one of professionalism, not egotism.

**Shoes and Ties-** Shoes for athletic men should typically be narrow, and pointed to enhance slimness. Ties should also be on the thin side for the same reason.

## Conclusion

Style and fit can make the difference between getting that job or advancement, so pay attention to these details gentlemen and good things will happen! The smooth sleek lines created by clothes that are stylish and fit properly will emphasize the positive attributes of your body type and draw the eye away from the other less than optimal parts, while demonstrating a confident and professional appearance.

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## Chapter 4 – Men’s Clothing Care

### Secret #4

The way you dress may play a key role in finding a job, maintaining a certain job status, or for career advancement opportunities. Also important to dressing for success, once you have quality, stylish garments that fit properly, are the care and maintenance of the clothing.

Proper care and maintenance of your clothes will:

- **Save you money** by extending the usable life of your quality garments;
- **Extend the “new look”** of the clothing by preserving the original textures, shapes and colors;
- **Make you look good every day** and portray a solid, confident persona.

It is always a good idea to lay out your clothing the night before and interview or work day to make sure that everything is clean, pressed and ready to go in the morning.

**Tips and SECRETS** about the different processes used to clean and maintain your clothing, as follows:

**Brushing-** Brushing your suit coat and pants with a proper brush is perhaps the most effective and least-damaging of all the cleaning processes discussed here, particularly for fine suits. Daily brushing will increase the usable life and appearance of your garments. Brushing your clothing daily will remove dirt and food particles before they set into the fabrics.

**SECRET:** Buy a good brush. A proper brush consists of soft, yet sturdy bristles that reach to the base of the fabrics without pulling them apart. Brushes made from natural bristles are usually best over synthetic bristles because the synthetic materials will typically be less flexible and can actually scratch the fabrics. A good clothes brush should last a lifetime, whereas, a synthetic brush will wear out faster. When using a clothes brush it is advisable to begin by brushing against the nap (nap is the natural “grain” of the material). You then brush along with the nap in long strokes, in a fairly vigorous fashion. This movement will not leave any brush marks. You can liken the action to brushing your pet. Good clothes brushes are sold at quality clothing stores and can be found online.

**Steaming** - Steaming clothing is an excellent method to clean while preserving the integrity of the material. Steaming actually relaxes the fibers and reduces wrinkles, as opposed to crushing

them with an iron. Steam is penetrating and gentle at the same time, thus being highly effective at cleaning and sanitizing. Several major appliance brands (Maytag, Kenmore, and LG) are now producing steam washers and dryers (some are two-in-one units) due to the amazing benefits of steam technology, but these are pricey to say the least.

The SECRET to effectively steaming your garments is buying a quality individual garment steamer. Commercial-grade garment steamers can be purchased for less than \$100 and are well worth the investment.

Keep in mind that steaming is not particularly effective for cotton shirts or pants. Dry cleaning or ironing is more appropriate for these garments to get a “crisp look”.

**Dry cleaning** - Dry cleaning is an effective cleaning method but is also very hard on the fabric. Dry cleaning involves the immersion of the garment in a liquid solvent (the absence of water in the process is why it is called “dry” cleaning) to remove dirt. The solvent is applied to the garments in a machine which spins at high speeds. The clothing is then dried by the introduction of warm air which evaporates the solvent. The dry cleaning process is typically finished by pressing the clothes to remove wrinkles. SECRET: The only secret here is to limit the number of times you dry clean a particular garment. While dry cleaning is very effective, it can damage the clothing if it is subjected to this process frequently. The chemical solvents will slowly break down the structural integrity of the fabrics and reduce their usable lifespan. If within your budget, professionally laundering your dress shirts with a medium starch is best, but you can always iron them at home using a spray starch to save money.

**Machine-washing**- The SECRET to effective machine washing of shirts and pants is to pay close attention to the washing instructions on the garments. The temperature of the water can be critical to maintaining the integrity of the garment. The length of time for the optimal washing is also important. Modern clothes washing machines are designed to be more energy efficient, while improving the quality of the cleaning. For newer machines, be sure to select a detergent that is labeled HE (High Efficiency) to assure that you are not using too much detergent per load.

Most quality suits typically cannot be machine washed with water, although that may be changing as newer fabrics and clothing manufacturing practices come into play.

**Hand-washing**- washing garments by hand may be time-consuming but is an effective way to clean garments, particularly garments that require “spot washing”. Some delicate fabrics require that they be hand-washed in cold water. Some garments cannot be machine washed or dry cleaned, so be sure to read the garment’s warning labels.

**Ironing**- a lost art ironing is... Many young men today have no clue when it comes to this very important method of maintaining their quality clothing. Shirts and pants are typically the garments that need ironing regularly to maintain a crisp look.

Irons come in all shapes and sizes but when you buy one make sure that it is a steam iron. A good steam iron will have settings for different materials. Once you obtain the proper iron, the SECRETS to attractive results is to:

- Check labels to make sure that that particular fabric should be ironed.
- Turn the garment wrong side out, so that the side that touches the iron is the side that touches your skin. The exceptions to this rule are cotton or rayon.
- Aluminum foil or a silver ironing board cover will have the effect of almost ironing the garment on both sides.
- A steady ironing board is also a crucial component of good ironing.
- Use spray starch for that crisp look and feel.
- Keep the iron moving because stopping can make wrinkles or even damage the clothing. Start with the big areas and move toward the corners of the garment. Push the garment away from you as you iron because moving the garment toward you can cause wrinkles. When ironing sleeves, use a sleeve board or a rolled up towel for support. When you are done with ironing the one side, turn over and get the remaining wrinkles.
- Hang or fold immediately.

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You can iron your suits periodically but in doing so use a clean cotton or linen cloth over the suit. The pressing motion should be up and down as opposed to sliding over the garment.

**Polishing Shoes**- the SECRET is in the polish itself. The polish itself helps moisturize and waterproof the leather, thus lengthening a shoe's lifespan. Selecting a quality polish will help to establish a good base coat and make it easier to polish your shoes in the future. My favorite polish is KIWI brand. Be sure to match the color of the polish with the original shoe color.

Here are the four steps necessary to properly apply shoe polish:

1. First clean the dust and dirt off of the shoes with a horsehair brush or damp rag. Allow the shoes to dry completely. This is a very important step to assure a good application of polish.
2. Next, cover the entire shoe with a generous amount of polish with a shoe polish brush (applicator). Cover the shoe, including the seams, as evenly as possible. Allow at least 15 minutes to dry or as per directions on the can.
3. Brush the entire shoe aggressively with a horsehair shine brush. It is important to brush off as much of the excess polish as possible in order to leave an even, thin film of polish.
4. Once you have the shoe(s) evenly covered and shined with a thin film of polish, re-focus on the toes and heels. Use a damp cotton ball with a bit of polish on it to hit these areas using small circular motions. You can repeat this step until you are satisfied with the level of shine. Extra work in these areas is critical to an exceptional shine. Here is a list of tools necessary for a shoe shine kit:

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- A quality wax polish
- A horsehair shine brush
- An applicator brush
- Cotton balls
- Shine cloth

An important tip for caring for your shoes is to use a cedar shoe tree to store them while the leather is still warm. By doing this, you will preserve the shape and structure of the shoes and protect your investment. Galoshes are also a good idea to protect your valuable shoes, particularly if you live in an area that uses salt on the streets in winter.

**Suit Storage**- Using good hangers is a key to success in maintaining your hang-able garments. Investing in a number of good hangers will assure that your suits will be stored properly, both short and long term. A wooden hanger with broad, rounded shoulder supports is recommended to maintain the shape of coats. Avoid hanging suits too tightly together with other garments to prevent wrinkles. An individual suit rack is also a good way to store your suits. Allow a suit at least 24 hours of “airing” before wearing again to give the suit a chance to breathe, eliminate any moisture, and resume its natural shape.

Long-term storage- once your garments have been thoroughly aired out, store them in an airtight garment bag. Avoid packing too tightly with other clothes to avoid wrinkles and odor transference. It is also advisable to store the garment bag in a cool, dry, and shaded area to avoid any mildew development or UV damage.

**Stains** - stains in quality garments should be removed immediately to avoid permanent damage. Forcefully rubbing stains or dirt may cause them to be embedded into the fabric. Avoid any heat treatments or hot pressing of clothing if stains are present.

Some good methods of stain removal are as follows.

Wool Suits, Top Coats and Blazers: Dry cleaning is typically the only way to get stains out. Brushing certain fabrics can also be effective for stain removal if done immediately after the incident. Remember that dry cleaning is very stressful for fabrics and should be done only when absolutely necessary.

Ties: Sometimes a detergent stick (like a Tide stick) will work, in concert with a cold water wash, but dry cleaning is the most viable option. Keep in mind that the tie will often not retain its original shape after these treatments.

Shirts: First, pre-wash with ice cold water and a mild soap. Then, finish in a cold rinse cycle in the washing machine. Dry cleaning certain fabrics, like cotton and silk, can actually make stains permanent, so be cognizant of this fact when trying to remove stains from shirts.

## Conclusion

By using some of the SECRETS listed above, you may be able to extend the lifespan of your garments. You can also be assured that you are looking the best you can at any given time during

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your busy day. Success depends on the details my friends, so pay attention to the proper care and maintenance of your garments and reap the rewards!

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## Chapter 5 – Men’s Cheat Sheet for Success

### Secret #5

Always consider these tips when picking out interview/business attire:

- Understand the business culture of the industry you are interviewing/working for to determine the appropriate style.
- Make sure that your outfits fit your body type. Objectively determine if you are tall (over 6’2”), heavy-set, short or athletic, and dress appropriately.
- Select quality attire over quantity. Well made clothing will last longer and fit better. The first impression is everything in business.
- Pay attention to the details. Pick out the right tie for the occasion, exactly the right pocket square for the outfit and polish those shoes. Don’t forget to tuck in that shirttail!

What follows is a **quick reference guide** to dressing for success in business. Take a look at some photographs of business attire on the pages following this guide.

### Formal Interview/Business Attire

**Suit-** When picking out a suit, stick to the basic colors (grey, navy blue). A two-button suit is a classic style and appropriate for everyone. Muted pinstripes are good for executive positions and/or conservative industries.

**Shirt-** A white medium-spread, collared shirt with button cuffs. Always have shirt pressed or ironed.

**Tie-** You have some flexibility in tie selection, but go with solid primary colors for more conservative industries and opt for more colorful, patterned ties in more liberal industries.

**Shoes/Belt-** Polished black leather shoes and matching belts always work well for formal job interviews.

**Socks-** Always match or even go a little darker than the fabric of the pants. Black socks work with both navy and gray.

**Pocket Square -** use a pocket square (folded handkerchief) that compliments the color of the suit and tie. Do not use the exact same color or pattern of the tie for the pocket square, it would look odd.



## Informal Interview/Business Attire

**Sport Coat or Blazer-** A navy blazer can dress up just about anything, but black is appropriate as well. Note: Blazers are solid-colored, while sport coats have patterns. Use patterns that are on the conservative side.

**Pants/Slacks-** A navy blazer can be worn with medium to dark grey or khaki-colored pants. Black blazers can be worn with grey or taupe-colored slacks.

**Shirts-** A white medium-spread, collared shirt with button cuffs will always be an appropriate choice for less formal interviews. Always have shirt pressed or ironed and tucked in!

**Tie-** Optional, but a tie can set you apart from the crowd.

**Shoes/Belt-** Polished leather dress shoes (black always works) and matching belts are advisable.

**Socks-** When wearing khaki or earth tone trousers match fabric and go a little darker to be safe. Black socks work with navy and grey pants.

### SEE PHOTOGRAPHS OF BUSINESS ATTIRE IN APPENDIX

## Random Tips

**Hygiene-** you should always take a shower before an interview/work. Use underarm deodorant and breath mints, but lay off the cologne.

**Hair-** Clean-shaven, shorter hair is recommended, although facial hair and a well-trimmed head of hair may be acceptable in job interviews for some industries. Keep hair colors as close to natural as possible.

**Jewelry-** A wedding ring (if applicable) and a wristwatch should be the maximum amount of jewelry for an interview/work environment. Skip the piercings and necklaces gentlemen. Classic cufflinks are appropriate for formal interviews.

## Appendix - Photographs of Business Attire

### Formal Business Attire



Blue Pin Stripe Suit

Grey Suit

Navy Blue Suit



Black Leather Lace-up Shoes



Cufflinks



Various Ties



Black Socks

## Shirts and Trousers



Pattern



Stripes



Basic White



Grey Pattern



Tan Pleated



Navy Slacks

## Informal Business Attire



Navy Coat with Khaki Pants



Navy Coat with Grey Pants



Black Coat with Grey Pants



Slip-on Leather Shoes

Lace-up Leather Shoes



Galoshes



Cedar Shoe-Tree



Horsehair Brush

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## Author/Owner Bio and Company Profile

### R. Sean McKee Executive Clothiers

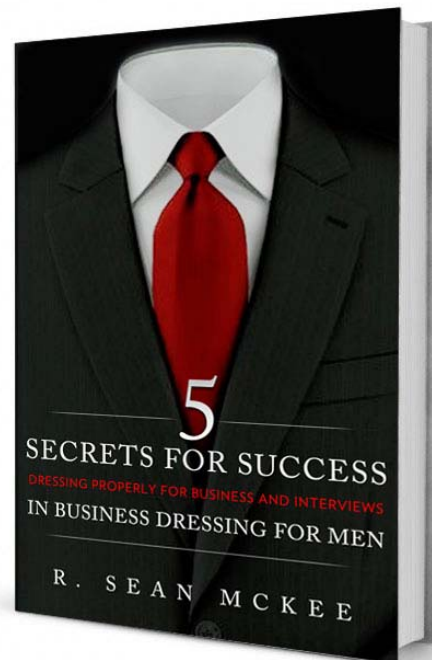
R. Sean McKee has been in the custom clothier business for over 18 years. Mr. McKee established **R. Sean McKee Executive Clothiers** in 2000 to satisfy the custom clothing needs of discerning clients from all over the United States.

Sean graduated from The Ohio State University and soon after launched his business in Detroit, Michigan. Sean is a single Dad, with two beautiful daughters who inspire his work and fuel his desire to share his expertise with his clients.

Sean McKee has spent his entire career up-close and personal with top business executives. As a Master Haberdasher and CEO of **R. Sean McKee Executive Clothiers**, Sean spends every single day interacting with people who have the knowledge, insight and clout needed to succeed in the business world.

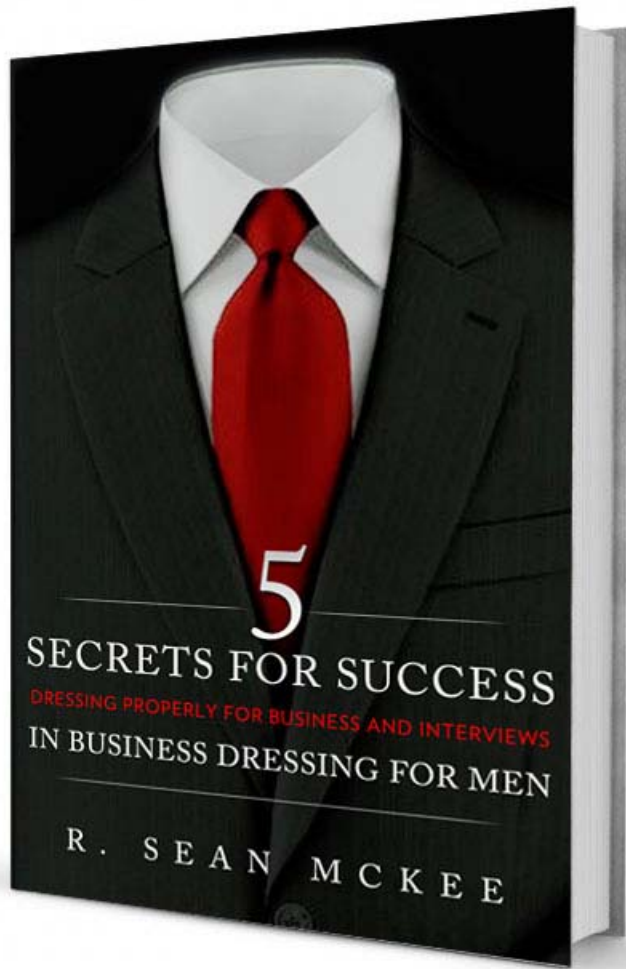
Sean specializes in working with clients in the comfort of their own home or office to select outstanding wardrobes for them. This personalized process includes the selection of fine garments from fabric swatches and the custom design of the wardrobes by measurements taken by Mr. McKee himself. Sean is especially brilliant at creating a unique “dress code” for each of his clients. Your own personal bespoke tailor!

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